

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

January 17 1981

**Tenderden  
doctors to  
be paid NIC?**

**Keeping  
Boots on a  
professional  
path: C&D  
interview**

**Suntan  
market: plans  
for 1981**

**Pharmacy  
economics:  
a new series**

**Sunglasses  
SPECIAL  
SUPPLEMENT**

## Trust Simple



## for sensitive skins

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The only product to combine specialised day-time treatment with specialised night-time treatment for colds and 'flu in one handy pack. Sufficient for 5 days and 5 nights.



**For your professional recommendation,  
another great profit-winner from Parke-Davis**

**Benylin**  
**DAY AND NIGHT**  
**Cold Treatment**

New Benylin\* Day and Night Cold Treatment is an effective product that you can recommend to your customers with full professional confidence. It's an effective profit-winner, too. No other product in this important market offers you the same return for your recommendation at the counter, as many pharmacists know already.

Benylin Day and Night Cold Treatment is available in display outer containing 24 retail packs.

List price to pharmacist per retail pack 55p

Price to public per retail pack 95p

(inc V.A.T. @ 15%)

Composition

Each yellow (daytime) tablet contains

Paracetamol Ph. Eur. 500mg

Phenylpropionylamine hydrochloride B.P. 25mg

Each blue (night time) tablet contains

Paracetamol Ph. Eur. 500mg

Diphenhydramine hydrochloride B.P. 25mg

Indications

For the relief of the symptoms associated with colds and influenza.

Adult Dosage

Four tablets should be taken daily - three yellow tablets during the day and one blue tablet at night.

Take only one tablet at a time, and only at the times of day indicated on the pack.

Do not take the night-time tablets during the day.

Children's Dosage

Not recommended for children under 12 years.

Contra-indications, warnings, etc.

Hypersensitivity to any of the constituents. Paracetamol can cause skin rashes, dizziness and palpitations. Caution should be exercised in patients with hyperthyroidism, hypertension, cardiac dysfunction, diabetes mellitus and liver disorders. Benylin Day & Night Cold Treatment should not be used during treatment with M.A.O.I.s or for two weeks after completion of therapy.

Do not exceed the stated dose. An overdose is dangerous. Medical attention should be sought immediately. May cause drowsiness. If affected, do not drive or operate machinery. Not to be used in pregnancy. Avoid alcoholic drink. If symptoms persist, consult your doctor.

Legal Category: P

Product Licence Holder:

Parke-Davis & Company, Usk Road, Pontypool,

Gwent, NP4 0YH. Telephone: (049 55) 2468.

**PARKE-DAVIS** \*Trade mark



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## COMMENT

### Shoplifting

Buried deep in the report of the Royal Commission on Criminal Procedure, published last week, are a number of references and proposals on the offence of shoplifting. Not surprisingly, since the report and associated documents run to nearly 500 pages, the national media have skimmed over this aspect, concentrating on more weighty matters related to police powers.

The Commission's major recommendation, so far as retailing is concerned, is that stores should cease to bring their own prosecutions in the case of shoplifting. Instead, the police should start proceedings and the Crown prosecutor should conduct the prosecution. The "Crown prosecutor" is a new office, someone legally qualified and not identified with the investigative process, who would have similar responsibilities locally to those the Director of Public Prosecutions has nationally.

The report points out that there is no uniform pattern to shoplifting prosecutions at present. The Metropolitan Police encourage supermarkets and other large businesses to conduct their own prosecutions where they are willing to do so, but other forces in England and Wales normally conduct the prosecution unless the company concerned particularly wishes to do so itself. In practice, this is one of the few areas in which private prosecutions still occur in any number.

A consequence of the Commission's recommendation would presumably be the disappearance of the deterrent notices such as "Thieves will be prosecuted"—though a notice warning potential shoplifters that the

police will routinely be called might be even more effective on the "non-professional" offender. Indeed, police prosecution is to be welcomed because it stresses that the offence is against the law (and hence against society in general) and cannot be excused being against the shopkeeper—"who can afford the loss"—alone.

The Commission also makes sweeping proposals concerning powers of arrest, but these are not expected to affect the activities of store detectives and shop owners in making arrests of suspected shoplifters.

Pharmacists will have professional (but not much commercial) sympathy with the social problems involved with shoplifting. As the report states: "Police forces have not found it easy to achieve consistency in the treatment of shoplifters, who may be elderly and with medical and personal histories justifying non-prosecution. Since a greater degree of consistency in the use of prosecution in these cases is desirable, it is, in our view, inappropriate to permit or to expect private organisations routinely to be exercising the responsibility for the decision to prosecute."

Clearly that is a logical train of thought, but in taking away from the aggrieved party, the retailer, the right to prosecute when he thinks fit, the administrators of justice must ensure that non-prosecution does not become an "easy way out". Retailers need the protection of the law, and it should be almost axiomatic that a shoplifter who is not prosecuted will be required to seek help from the medical or social services. ■



## Pharmacy closures drop again in 1980

The number of pharmacies rose again in December making a total net loss of 30 for 1980.

A net gain of five is shown by the corrections to the Pharmaceutical Society's register for December—29 openings and 24 closures.

In England, 26 opened up, of which five were in London, and 18 closed down (two in London). Three opened up and two closed down in Scotland with two closing down in Wales.

December's corrections bring the number of registered pharmacies in Great Britain to 10,626 at the end of 1980. The number was 10,656 at the end of 1979 and the net closure figure was 45 for that year. The slowdown in closures therefore appears to be continuing—total closures were 98 in 1978.

In the past year, net monthly gains were recorded for August, September, November and December. There was a net gain of 17 in September, the largest monthly rise for several years, and the biggest net loss for the year was 20, in February. ■

## Tenderden doctors to receive NIC?

An extraordinary meeting of the Kent Family Practitioner Committee has been held to discuss again an earlier decision to withhold payment from the Ivy Court doctors for various dispensed prescriptions.

The decision of this January 7 meeting as reported to *C&D* by the administrator Mr Holman is ; “. . . to write to the Department and ask them to authorise an extra-statutory payment in respect of the cost (defined as net ingredient cost—NIC—only) of drugs and appliances dispensed by the Ivy Court practice between November 1979 and June 1980 (the minor and specific dates are not important.)

“If the Department agrees to this request, a ‘bundle’ of unpriced scripts is available for submission to the pricing bureau.” Mr Holman's “best estimate” of the figure involved

is threequarters of the previous Press estimate of £13,000.

The doctors would then have been re-imbursed at least in part for all prescriptions dispensed at any time by their practice.

Mr Holman told *C&D* that his recollection of the attendance figures for the meeting were “four apologies and two persons absent without apology.” In other words 24 out of 30 appointed members attended. Members of the local branch of the Society told *C&D* that they “understood the voting to have been 13 for, and 7 against (abstentions unknown).

Mr Holman was asked to verify these figures. He refused to confirm the suggested figures; “voting details are not published for any FPC or subcommittee meeting”.

The pharmacist members of the committee were unable to confirm the figures. One had been unable to attend the meeting because of a back injury.

Both the FPC and the dispensing subcommittee had at earlier meetings refused to approach the Department so this latest decision was a reversal of previous policy.

Solicitors representing the doctors of the Ivy Court practice have indicated to Argles & Court (*C&D*, January 3, p5) representing Paydens Ltd that a defence is being prepared. ■

## Dispensing doctors' own column

Dispensing doctors should negotiate settlement discounts with wholesalers now that they are receiving less for drugs than they pay for them, because of notional pricing.

That advice is given in the first of a new regular column for dispensing doctors being published in the fortnightly *MIMS Magazine*. The column is being written by Dr John Williams, a dispensing doctor in the Buxton area of Derbyshire, who says he hopes to provide commentary on topics of the moment and to comment on many aspects of dispensing—not

least those concerning the business side.

Dr Williams stresses that dispensing is a business and that reasonable profit should be made on the turnover. This is best assured “by purchasing stock at the most advantageous price.” ■

## Vantage campaign puts up sales

Sales increases of as much as 600 per cent have resulted from Vantage advertising in Avon, according to Vestric.

A survey following the recent campaign has also shown that in the vast majority of the 37 Vantage pharmacies which took part in the promotion, sales of all OTC products advertised increased significantly.

During October and November, half- and quarter-page advertisements featuring six products were placed in the 130,000-circulation *Bristol Evening Post*. These were reinforced by door-to-door distribution of promotional leaflets. Each pharmacy which took part also received the full range of Vantage merchandising material—door signs, price tickets, window bills, and supplies of paper bags bearing the Vantage insignia.

Mr Malcolm Birks, MPS, Cheetham & Birks, Midsomer Norton, reports: “Sales of L'onglex nail polish remover simply went berserk. Usually we are lucky if we sell one out a month. After the advertisements in the Press, we sold nine full outers. Our sales of Colgate toothpaste doubled during the campaign and all the other products on offer did extremely well”.

Further advertising is planned as part of the 1981 Vantage package (*C&D* January 3, p5) and an extension into women's magazines “which will give the scheme national coverage”—is also anticipated. ■

## Bleasdales drop notional prices

Bleasdales are to follow Vestric's lead and drop notional pricing on “ethicals”, with effect from February 2. They say this follows the Department of Health's proposal to urge manufacturers to adopt a 12½ per cent discount structure for wholesalers.

□ Lundbeck have reduced their wholesaler discount to 12½ per cent.



# Chanel fail to jail man for contempt

Chanel Ltd have failed in a High Court bid to jail a man they claim has been "flooding" the country with supplies of fake Chanel No 5.

Chanel asked Mr Justice Dillon to jail Mr Henry Wilfred Taylor, of Freckleton Street, Blackpool, for contempt of a court order requiring him to make a sworn statement giving the names of his suppliers of the fake Chanel within a certain time.

Mr Geoffrey Hobbs, counsel for Chanel, said they believed that Mr Taylor was the source of large quantities of spurious Chanel No 5 at 50p a time and sold by market traders and suitcase-men for £1. But Mr Taylor claimed in court that he was not the "W Taylor" who had advertised the counterfeit Chanel in *Market Trader*. "I have been put up as an idiot to take the blame for somebody else," he said.

Mr Taylor said he had been paid a wage to allow his address to be used in the advertisement. He claimed he had wanted to make his statement earlier and had not broken the court order intentionally. The judge said that to comply with the order Mr Taylor should have made his statement by December 19, whereas it was not done until January 5. But the judge said he would not jail Mr Taylor for what was a "relatively trivial" matter.

Mr Taylor had now supplied the information Chanel required and would continue to be prevented by orders still in force against him from dealing in any way with counterfeit Chanel products. But if evidence was brought that Mr Taylor had been dealing in counterfeit Chanel or had disposed of stocks in breach of those orders, the court would take a "very grave view" of his conduct. The judge ordered Mr Taylor to pay Chanel's costs estimated at around £1,000.

## Further case

A further case concerning alleged fake Chanel came before Snaresbrook Crown Court, East London, last week. Mr Niel Denison QC, prosecuting, said eight men took part in a massive fraud and "in different ways and to different extents all were involved in the production and sale of fake Chanel No 5 which was passed off to the public as being genuine."

"The fake perfume has turned up in diverse parts of the country, from street markets in London to the Isle of Man. It has been sold to wholesalers,



street-traders, shopkeepers and individuals," he added.

Mr Denison told the jury that police discovered 18,500 bottles of parfum de toilette spray had been obtained by members of the group from a firm in south London and sold at between £1.25 and £5 per bottle. "But the manager of the French Perfumery Co, South Lambeth Road, Lambeth, told police the bottles cost only 15p each to fill with perfume," Mr Denison added.

The conspiracy was uncovered when a wholesale chemist became suspicious of perfume he was offered and contacted the police, the court heard. In the dock are: Roy Wicks, 34, a printer of St Stephens Road, Stepney, London; Bernard Fernandez, 47, a taxi-driver of Foremark Close, Hainault, Essex; Terence Cole, 43, a shop manager of High Road, Leyton, London; Christopher Cooper, 35, a van converter of Colletts Green, Powick, Worcestershire. Barry Sheppard, 38, a perfume supplier of Hopwood Grove, Northfield, Birmingham; Brian Chandler, 36, a company director of Sunningdale Road, Hornchurch, Essex; James Ashlin, 50, unemployed, of Roman Road, Bow, London; John Mead, 39, a shopkeeper of Hitchin Herts.

All have denied charges of conspiring to defraud Chanel Ltd. The case continues. ■

Christopher Galloway, seen here with Mrs Beryl Mann (far right) and other local residents expressing their appreciation for his 25 years service to the community. (Photograph courtesy Croydon Advertiser)

## 1,000 thank their local pharmacist

Mr Christopher Galloway, who in his own words is owner of a "typical community pharmacy", was having a drink in his local, the Jack and Jill, at the invitation of the local doctor, when the bar suddenly began to fill up with familiar faces.

The residents of the Clockhouse estate had gathered to present Mr Galloway with various tokens of appreciation in respect of the 25 years' service he had given to the community as proprietor of The Mount Pharmacy, Coulsdon.

Mrs Beryl Mann had initiated the collection and organised a team of 18 persons to collect signatures and donations. Mr Galloway was presented with a "very large card containing nearly 1,000 signatures, a cheque for £200, and an engraved pewter tankard."

The engraving is "Presented to Christopher Galloway MPS, by grateful residents on the Clockhouse Estate on the occasion of his Silver Jubilee. ■

## Research into advertisement effectiveness

IPC say a more probing style of advertisement research for advertisers in their women's magazines is now available following the appointment of Millward Brown—"one of the largest independent research companies in the UK"—to carry out their assessments.

Previously, evaluative assessments have provided quantitative measures of the extent to which readers see an advertisement, become involved with it and register the brand name—together with an indication of the thoughts going through their minds at the time.

These measures, they say, have now been supplemented by others "designed to probe more deeply into the quality of the communication."—which is defined as the registration of the advertiser's main message, its credibility and its effects on readers' purchasing attitudes. Up to four advertisements per issue are assessed in each interview session among a representative sample of 120 women magazine readers. A first commissioning of an evaluative assessment costs £420, with subsequent assessments at £380. ■



# Braille dispensing label system launched by Warner-Lambert

As a contribution to the International Year of the Disabled, Warner-Lambert are launching the first Braille dispensing labels.

The labels are being introduced under the Veganin trade name and are supplied free of charge. Each box contains seven sets of 15 labels each, plus a set of blanks which can be embossed with the patient's own marks using a style. The seven varieties have been designed to carry the most frequently used instructions for taking solid-dose medicines as well as the direction "Not to be taken internally".

Each label measures approximately  $2\frac{1}{2} \times \frac{3}{4}$  in and instructions are given in large clear print, as well as Braille, to help the partially sighted. Labels can be attached around the neck of the medicine bottle, which should still bear the normal dispensing label. As they are made in robust plastic, they can be re-used many times when patients are taking long-term medication.

The Royal National Institute for the Blind users committee has tested the labels, and the RNIB hopes it will be able to continue the service. Warner-Lambert would like to pass on the machine parts and excess labels to the RNIB. However, as supplies are limited, the company hopes that only those pharmacists who can make full use of a box will apply, so that the labels can be sent where they are most needed. Refills are available and Warner-Lambert estimate that the initial supply should last for about a year.

Warner-PD representatives will supply the labels to pharmacists, and William R. Warner representatives can arrange for supplies to hospitals. Pharmacists and other interested persons, such as wardens at homes for the blind or elderly, can also apply directly to Veganin Braille Labels, 35 Dover Street, London W1. ■

## NCT budget views for Chancellor

In its pre-budget representation to the Chancellor of the Exchequer, the National Chamber of Trade urges immediate measures to "reduce inflation, reward endeavour, and provide incentive and encouragement for investment".

It specifically refers to what it terms "the debilitating effect upon business generally and the smaller business in particular of the costs and constraints



over which they have little or no direct control", and comments on the high cost of borrowing, the National Insurance surcharge, the "alarming" costs of using the public utility services and the "massive rate increases" being generally forecast.

As a step towards a "more equitable personal and business taxation system," the NCT formally proposes a radical and major change in the tax structure which could replace Income Tax, in whole or part. Known as a Direct Expenditure Tax, it would relate taxation to the financial circumstances of the individual, be collected on a PAYE basis but relate to the amount of money spent by an individual on goods and services. Annual tax returns would indicate an individual's income, expenditure and liabilities and a tax due would be calculated accordingly.

In business, the reform envisaged would allow for relief for undistributed profits—relief on profits used for investment and trading purposes.

The NCT also urges the Government to give immediate help to smaller businesses by allowing them to carry back trading losses for four years and suggests a number of measures already employed in the EEC which they believe would be of benefit—notably preferential credit, tax concessions and benefit to proprietors of small firms when involved in a voluntary closure. ■

## OTC medicines worth £350m

About £350m will be spent in the UK this year on over-the-counter medicines, an article in the *Financial Times* predicted last week.

The article dealt with the "vital role" of non-prescription drugs and commented that the industry has to a large extent succeeded in shrugging off

the image of the proprietary medicine as an inferior product. "The fruits of that success have been wider acceptance of the role of the non-prescriptive medicine from politicians, health care planners and doctors."

Manufacturers have succeeded in establishing wide product differentials even though the list of active ingredients that can be used is necessarily small because of the need for large safety margins. "This has been achieved primarily through branding, advertising and packaging," the article suggested.

## No quick action on Sunday trading?

Despite a Home Office review on the anomalies of Sunday trading laws, the feeling in Government circles is that a lack of time will prevent any changes in legislation during 1981. The findings of the review are not yet in Ministerial hands, and the Home Office has declined to comment on its conclusions until details have been released.

For the first time, independent grocers are to be asked for their views on Sunday trading. A questionnaire has been devised by the Voluntary Group Association—the organisation representing independent grocery symbol groups—and is included in their quarterly newsletter which is being mailed this week.

Some 17,000 independent grocers will receive the questionnaire which asks, among other things, whether they are in favour of Sunday trading, whether their customers would like them to open on Sundays and if they understand the current legislation covering the subject.

A survey carried out two years ago by *C&D* among its readership showed that 83 per cent of those replying were against Sunday trading—45 per cent saying that they would never open on a Sunday even if legislation allowed this. Other retail journals, published by Benn Publications Ltd, which carried out similar surveys among their readers also reported that the great majority of those replying were against the principle of Sunday trading.

A private member's Bill, which would relax Sunday trading laws is currently being promoted by Sir Anthony Meyer, Conservative MP for Flint, West. ■

## London marathon

The final total of applications for the Gillette London marathon is over 17,000. This covers letters received by January 5 from UK applicants, as well as overseas entries. ■



# We'll be electrifying the tube.



1981 is the year Dentu-Creme makes an electric return on the nation's TV screens. In a £300,000 campaign that has to be the most ambitious ever seen for a denture toothpaste. And it's not just visually exciting.

With its emphasis on stain removal, freshness and economy, Dentu-Creme delivers everything your customers say they want from the ideal denture cleaner.

We'll also be giving the biggest trade bonus we've ever offered. Just in time to stock up before our campaign breaks on February 1st. Ask your Stafford-Miller representative about it.

**Get ready for the big boom we'll be generating.**



# THE BIG ONES ARE BACK ON TV!

## Winter remedies get full winter treatment.

NIGHT-NURSE, Day-Nurse, Beechams Powders, Hot Lemon, Veno's, Mac and Phensic... all of Beecham's brightest winter stars are shining out on TV - right now! Night after night, week after week, their powerful, branding messages beam out, bringing you ever more sales, providing more and more reason for using Beecham's dynamic displays to the full.

### **The Nurses**

Continuous, winter-long TV support... that is what Night-Nurse and Day-Nurse together enjoy this year. With Night-Nurse now more than ever clear brand leader, its sister, Day-Nurse, looks set to add major sales to its new brand dominance achieved last winter.

### **Beechams Powders**

Benefiting from the first class TV campaign its position merits, Britain's No. 1 cold remedy is again backed by proven commercials whose power and speed reflect those of the product itself.

### **Hot Lemon**

The fastest grower in the fast growing lemon sector, this brand transmits its message so clearly and

so often it's the one to choose every time - for chemists as well as customers!

### **Veno's**

As always warmth and comfort work hard for Veno's Cough Mixture too - using commercials aired this winter for the very first time.

### **Mac**

Mac's films, on the other hand, dominate through their sheer novelty, a feature that puts the brand ahead in sales as well as advertising.

### **Phensic**

"Find out the first time", Phensic's famous message is again beaming out from station after station. And, in their individual areas, new brands on test are making many a new friend. All of which says that, now more than ever, Beecham brands are the ones to stock, display and sell!

### **SALES-MAKERS**

*Backing Beecham's big TV Campaigns come dynamic displays to command customer attention, build sales and profits.*



Films for Night-Nurse, Day-Nurse, Beechams Powders, Hot Lemon, Veno's, Mac... all these are currently on air;

**SELL MORE, PROFIT MORE WITH BEECHAM HOME MEDICINES**



**Dr G. Metcalf** has been designated a Fellow of the Pharmaceutical Society under the bye-laws section III 3. ■

**Mr C. Darley** has been appointed chairman of the council of the Royal Society for the Promotion of Health. He is director of housing and environmental health for the Metropolitan Borough of Wirral in Merseyside. Mr Darley has been a member of the council for some 10 years, having served previously as chairman of the congress committee, chairman of the law & parliamentary committee and as a member of a number of other committees of the council. ■

**Mr Alan Allen-Binney**, a director of Boots The Chemists Ltd, has retired after 40 years' service with the company. To mark the occasion and because of his long association with Nicholas Laboratories Ltd, Mr Allen-Binney and his wife were guests of Nicholas at their Slough head-quarters to say personal farewells to the many contacts he had made over the years. They also toured the production and research areas of the factory and Jack Allwood, national accounts sales manager of Nicholas, presented a set of Waterford Crystal to Mr & Mrs Allen-Binney during a farewell lunch. ■

## News in brief

■ An exhibition of shopfitting systems for pharmacies is being mounted at Harrogate by the Northfleet Group from 18-23 of this month. "Shopfittings for the Pharmacy and Dispensary" will be held at the Majestic Hotel, Ripon Road, Harrogate—opening times are as follows: Sunday 18—1pm to 8pm; Monday to Thursday 19 to 22 —9am to 10pm; Friday 23 —8am to 1pm.

## HEALTH CENTRE NEWS

■ **Kingston and Richmond AHA** plan a health centre at Surbiton Hospital, Ewell Road, Surbiton.  
 ■ **Lancashire AHA** plans a health centre at Warner Street, Haslingden, Lancs.  
 ■ **Durham AHA** plans to build a community health clinic at Crook, co Durham.  
 ■ **Staffordshire AHA** proposes a health centre costing £350,000 at Stoneydelph, Tamworth and another at Wilnecote, Tamworth costing £310,000, with a clinic at Chasetown costing £250,000.

By Xrayser

## Too many

A retired pharmacist used to talk, when he brought his scripts to me, about the "good old days". And when I had time we would natter about the pleasures of making all those suppositories that wouldn't set, the pills that wouldn't round, and of being told to "grind till smooth" some viscous mess composed apparently of diamond chips in soft rubber.

But his had not been a joyous lot, for having qualified after the 1914-18 War he learned first hand the difficulties of pleasing a difficult boss, of having to find work, having to accept pittance wages for extended hours of work, and finally in desperation—his words—having to set up on his own in a corner shop where he survived for 30 years eeking out a living in close competition with five others, in a road where one pharmacy at present serves the community. "Too many of us" he said simply.

As a self-governing profession we can be described as pathetic if we continue to allow an intake of students beyond the reasonable capacity of employment, whilst our inability to govern the opening of new pharmacies is an acknowledgement of our death-wish.

I don't know about you, but the thought of it makes me get all het-up and shouty. I can't understand why we don't start jumping around and making ourselves heard.

## Asthma

I had a friend in recently, just as I was closing. He had already closed his shop, which is a couple of doors away—"early", he said, so that he would catch me.

My heart sank at the news because I had a couple of deliveries to make, before changing to attend a concert, had yet to make my weekly balance, and was anxious to be away. But he was brief and to the point, for he was deeply worried. He used to have asthma as a boy but had grown out of it in his late teens. The previous night he had been playing squash and had developed an alarming attack at the height of the game at which he is a local champion.

Questioning showed that on several previous games he had noticed symptoms but had put them down to

being out of trim. Listening to him, and looking at the limited range of products we are able to counter-prescribe, I suggested that until he decided he needed the kind of treatment which the GP could give, he might try taking chlorpheniramine tds on the days that he would be playing, reasoning that the slight sedative effect might help allay anxiety, while the histamine-blocking action might just prevent an attack developing. I have seen this work before when attacks were precipitated by violent exertion in people with a history of outgrown asthma.

## Perspective

He popped in during this week to say that the treatment seemed to have worked, which pleased us both. But it is a useful coincidence which saw the publication last week of a guide to asthma in the clinical pharmacy pages of *C&D* for I was able to flesh out the bones of my training with information clearly presented in a way which makes it easier for us to recognise what we can treat and what we must refer.

It also helped me to see in clear perspective the places taken by the various treatments currently being promoted, for I have to admit, I find it hard when reading a manufacturer's blurb to make a comparative assessment of a product's value.

And if I find it less than easy . . . how about the GPs? More information of this quality will help all pharmacists who have to give correct answers to both patient and doctor. ■



# Cimetidine cancer link—no cause for alarm, says CSM

The Committee on Safety of Medicines has said there is no immediate cause for alarm about possible links between cimetidine and gastric cancer.

An article in last week's *Sunday Times* reviewed some of the research on whether cimetidine might cause gastric cancer and mentioned a study by Dr Peter Reed which was presented at the International Gastroenterology Congress at Hamburg in June 1980. Dr Reed, consultant physician, Royal Postgraduate Medical School, Hammersmith and East Berkshire group of hospitals, said his study was initiated by a paper from Elder and co-workers, published in the *Lancet* in 1979. The paper gave three case reports of cimetidine-treated patients who developed gastric cancer and postulated that cimetidine might be nitrosated in the stomach to form a carcinogen.

Dr Reed had seen one of his own patients develop cancer after cimetidine treatment and was also concerned with the theoretical effects of  $H_2$ -blockers in raising gastric pH and increasing nitrite levels. The study was based on the premise that there are certain conditions associated with a high risk of gastric cancer and testing cimetidine-treated patients was just one of the aspects.

Dr Reed measured gastric nitrosamine levels in over 300 people and found that higher nitrosamine levels were found with lower acid levels, cimetidine-treated patients showed significantly higher nitrosamine levels than controls, and that patients with ailments associated with high risks of stomach cancer had the lowest acid and the highest nitrosamine levels. The study is still continuing and final results are not yet available—Dr Reed is rather unhappy that his study has been published prematurely.

However, it shows that certain conditions with high cancer risks were associated with high nitrosamine levels and that cimetidine treatment also produced higher nitrosamine levels, he said, and believes that the question that now needs solving is whether and to what degree does cimetidine either contribute to a potential cancer risk or initiate a risk. He believes the onus is to disprove the association between the drug and cancer, rather than prove it.

Although the *Sunday Times* quoted a member of the CSM as saying that if Smith, Kline & French were seeking marketing approval for

cimetidine today, "the doubts raised by Reed and others would make it extremely unlikely for approval to be granted", it was stressed that this was just an individual opinion and not the view of the CSM. The committee had been watching the situation closely and were aware of the concern.

A spokesman for Smith, Kline & French told *C&D* that the *Sunday Times* article contained nothing that they and the CSM had not known about for six months and that it was unbalanced and could cause unnecessary worry to patients.

There was no evidence from studies in animals or man to associate the administration of cimetidine with gastric cancer. The company had carried out two consecutive two-year studies using very high doses of cimetidine in rats and had been testing dogs for carcinogenicity with above-therapeutic levels for five years.

Although cimetidine could be converted into a nitrosamine compound *in vitro*, this could not be found in either drug-treated animals or humans in spite of the latest technology. SK & F also say that the method used by Dr Reed for measuring nitrosamines has serious limitations and that the scientist who developed it stated in a letter to the *Lancet* that there was no completely satisfactory method for measuring total N-nitroso compounds, in a biological matrix. ■

## 'Lancet' criticism of Seatone trial

Criticism of a recent clinical trial on the effectiveness of the extract of the green lipped mussel, *Perna canaliculus* in the treatment of arthritis emerged in a leader in last week's *Lancet*.

The trial was reported in a 1980 issue of the *Practitioner*. A mussel extract preparation was tested against placebo in 66 patients—28 of which suffered from classical rheumatoid arthritis and 38 had clinical and radiological evidence of osteoarthritis. Patients were randomly allocated to treatment or placebo for three months and were then all given the active preparation for a further three months.

Ten of the 17 rheumatoid patients on the active preparation improved during the first three months compared with three of the 11 patients on placebo, and six of the 16 osteoarthritic patients on the active

drug improved compared with three out of 22 on placebo. A further six rheumatoid and six osteoarthritic patients improved during the second three months.

The authors concluded that the extract is an effective supplement or possible alternative to orthodox therapy in the treatment of both diseases. The *Lancet* criticisms were that the trial compared responders and non-responders to the active drug—a method of analysis which makes interpretation difficult—and that no effect on laboratory tests of rheumatoid arthritis has been shown.

The *Lancet* article concluded by saying that analysis of the extract has not revealed any component which could account for anti-rheumatic or anti-inflammatory activity and that perhaps the most definite statement was that the product has shown little in the way of side-effects—which could reflect its degree of therapeutic activity.

The makers of Seatone, McFarlane Laboratories, have pointed out that the product is marketed as a health-food, not as a medicine, and they are therefore unable to make any medicinal claims for it. Plans are underway to register Seatone as a medicine in one country at present, but not in Britain. ■

## Tricyclics warning

The US Food and Drug Administration warns "health professionals" that accidental poisoning of children by tricyclic antidepressants is increasing with their use.

In the USA, about 1,000 children a year under five are treated for taking an overdose of tricyclic antidepressants. Over one-half require hospitalisation and about 10 die every year. Prescriptions for imipramine, amitriptyline and doxepin rose from 11.6 million in 1971 to 17m in 1978. The FDA is asking "health professionals" to warn patients and parents of the potential dangers. ■

## DITB manual

"Talking Business", a Distributive Industry Training Board manual, is designed, they say, to help the small to medium sized retailer and can be used in conjunction with basic training (modular) schemes.

The manual covers selling, product knowledge, merchandising, security, and safety at work. At £6.50 it can be obtained by levy-payers under STARScheme, the Board's grant scheme for the acquisition of training aids. *DITB, MacLaren House, Talbot Road, Stretford, Manchester M32 0FP.* ■



## Haliborange and Vitaplus back on television

Liz Fraser a film star famous for the "Carry on" series recently presented a Haliborange sunshine coach to the Castle Special School at Shaw-cum-Donnington, near Newbury on behalf of the Variety Club of Great Britain.

The coach was provided through a "Sunshine appeal" linking Haliborange vitamin tablets with the Variety Club's sunshine coach programme. For every pack-end posted through merchandising units on display at retailers, Farley Health Products, is donating 5p towards buying the coaches. The appeal is continuing until at least June and supporting display materials including window banners and stickers are available. Pharmacist incentives are also linked to the promotion.

Haliborange is back on television with a four week advertising campaign starting January 19. A new 30-second commercial featuring children in wintry situations performing a song and dance routine with the theme "Because kids don't care tuppence" is running in the London, Scotland, Yorkshire and Tyne-Tees regions.

Vitaplus multivitamins, which were test-launched last August, are also back on television with a 5-week campaign in the launch areas of Lancashire, Midlands, Yorkshire and Tyne Tees. Bonus offers on Vitaplus are available from company representatives. *Farley Health Products Ltd, Torr Lane, Plymouth, Devon PL3 5UA.* ■

## Sassoon 'weekender'

Continuing their promotional policy Vidal Sassoon are currently offering a "weekender" pack which holds a 30ml shampoo, an 18gm protein hair re-moisturising creme and a 30ml finishing rinse, the complete three-step hair care programme (£0.89). The pack also

Mrs Beryl Ashley, wife of L'Oreal UK's chairman Mr Cyril Ashley, presents the L'Oreal trophy to Mr T. M. Foreman, owner of "News King" which won the L'Oreal Handicap Hurdle at Newbury on January 3. The day marked the fourth anniversary of the L'Oreal Handicap Hurdle race. Also pictured is Mr Greg Harwood, a friend of Mr Foreman.

includes an invitation to try the new Vidal Sassoon skin care range and offers a 30p money-off voucher. *Vidal Sassoon Holdings Ltd, Unit 1, Stadium Way, Tilehurst, Reading, Berks.* ■

## Family Doctor on marriage

"Marriage-making or breaking?" is the latest title in the Family Doctor series, to be published on January 28 (£0.40). The author is Dr Jack Dominian, director, marriage research centre, Central Middlesex Hospital. The booklets are available to members through the National Pharmaceutical Association or from *Family Doctor Publications, BMA House, Tavistock Square, London WC1H 9JP.* ■

## Refresh promotion

Worldwide Toiletries are running a three-month promotion for consumers and retailers linked to Refresh Chiropody Sponge.

"Help yourself to happy feet and lovely nails" is the theme. Two dozen Refresh (£0.63 each) will be supplied in a free polycoated wire counter unit with a headboard, each with a free nail file on-pack.

National advertising support

commences in March in selected women's magazines. *Worldwide Toiletries Ltd, Church Street, Emley, Huddersfield, Yorkshire.* ■

## Gumption sales

Airwick have acquired the Gumption brand of kitchen and bathroom cleansers. Beecham Toiletries, who already act as sales and distribution agents for other Airwick brands, including the full range of household air fresheners and the carpet care products Dry Magic and Carpet Fresh, will also handle Gumption. *Beecham Toiletries, Great West Road, Brentford, Middlesex TW8 9BD.* ■

## Ford Fiesta prize

A Ford Fiesta is the main prize in a Hermesetas trade competition running until the end of February. The competition offers an incentive to retailers to stock sufficient Hermesetas one-by-one dispensers to cover the anticipated boom in sales resulting from the national television campaign which starts on February 23. Any order over one dozen automatically ensures entry into the competition; four dozen is necessary to enter for the Ford Fiesta.

Other prizes include Zanussi fridge freezers full of food and a Ferguson remote control television and video cassette recorder. Details from company representatives. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.* ■





## Hanimex release budget 35mm

The first of a family of three compact 35mm cameras, announced by Hanimex at Photokina last September, is now available in the UK. The remaining two are expected in early March.

The 35F is a full frame 35mm compact with built in flash. Styled in matt black, it comes complete with soft case and wrist strap, and the suggested selling price is around £42.

An F2.8 38mm coated lens—four elements in three groups—focuses from one metre to infinity, and the shutter is programmed from 1/30 to 1/250 of a second. Exposure is automatic and film speeds range from 25 to 400 ASA. The viewfinder has parallax correction marks for use at 1.5 metre or less; a low-light warning lamp and zone focus symbols. Weight is 285gm and dimensions 115mm x 77mm x 65mm.

Hanimex have also introduced a carrying case for their La Ronde slide projectors, these should sell at around £6. *Hanimex (UK) Ltd, Hanimex House, Dorcan, Swindon SN3 5HW. ■*

## Arden Extra Control and softer colours

Elizabeth Arden are introducing, in March, Extra Control for problem skin, a collection of six products with "blemish control formulas" to treat oily-sensitive skin. Extra Control is said to be suitable for both the oily-skinned teenager and women who have lived with the problems of oily skin far into adulthood.

The range consists of some "musts," needed to ensure the Extra Control results. Other products are "pluses," which can be added to the basic plan or acquired for special use. The "musts" are oil removing cleanser (150ml, £4.50); oil clearing astringent (150ml, £4.50); and oil control lotion (75ml, £4.95).

The "pluses" are oil removing soap for quick morning cleansing (150g, £3.95); texturising conditioner to give the correct amount of hydration needed by an oily skin, for those over the age of 20 (50ml, £4.50); and deep oil removing mask for use two or three times a week (100ml, £4.95).

Fragrance-free, the products are said to be mild and remove excess oil without drying the skin.

Elizabeth Arden's new Rainbow

colours, available for sale from March, are said to offer a different approach from the bold, bright shades of recent years. Arden say there will be a change of emphasis in make up this Spring, with the eyes carrying most of the colour, and lips and cheeks co-ordinating in a more subtle way.

There are three colour palettes—peach promises, coral wishes and mauve dreams, each offering lipcolour (£2.25) and salon formula nail lacquer (£1.75). There are colour veil blushers (£5.95) in coral wishes and mauve dreams, with sweet cinnamon in the peach promises palette. Silky eye shadow (£2.95) is in promising aqua in the peach promises range, romantic blue in coral wishes, and sweet dream mauve and dream mist in mauve dreams.

*Elizabeth Arden Ltd, 20 New Bond Street, London W1A 2AE. ■*

## Homoeopathy exhibition

On February 14, Weleda are to hold a working exhibition on homoeopathic and anthroposophic products at Rudolf Steiner House, 35 Park Road, London NW1, 10am—5.30pm.

Weleda's chief pharmacist will give lectures on the medical principles, the company's chief beautician will demonstrate the skin care range and there will be display of the materials used. *Weleda (UK) Ltd, Heanor Road, Ilkeston, Derbys. ■*

## Wilkinson offer

Wilkinson Sword are offering 6 blades for the price of 5 on specially flashed refill packs of Profile and standard double-edge blades.

"Both products already have price advantages over competitive brands and the added incentive of a free extra blade is certain to boost demand", says David Chalke, Wilkinson Sword's marketing manager. "A considerable number of Profile razor sets were sold as Christmas gifts and by mid-January we should be seeing the beginning of refill purchases."

Last year's special-price promotion for Profile and double-edge refill blades resulted in a complete sell-out, the company says. *Sword House, Totteridge Road, High Wycombe Bucks HP13 6EJ. ■*



Zyma are introducing a cartoon character—the tooth mouse—in a bid to remind youngsters to take a daily fluoride tablet. The character is being launched on adhesive stickers which they say can be stuck on a bathroom wall or mirror at home, or used to brighten up a surgery waiting room. Supplies of the stickers can be obtained from: *Zyma (UK) Ltd, Huddersfield Industrial Estate, Macclesfield, Cheshire SK10 2LY.*

## ON TV NEXT WEEK

Ajax cream cleanser:	All areas
Alka Seltzer:	Ln, So, Sc
All Clear shampoos:	All areas
Anadin:	All areas
Askit powders	Sc
Beechams Powders Hot Lemon:	All areas
Beecham catarrh capsules:	Lc
Coldrex	All areas
Equalia:	A
Gibbs SR:	All areas
Haliborange	Ln, Sc, Y, NE
Harmony hairspray:	All areas
Limmits Spray & Fry:	All areas
Listermint	All areas
Mac lozenges:	M, WW, So, A, We
Night Nurse:	All areas
Scholl thermal insoles:	All areas
Setlers:	All except E
TCP:	All areas
Topex:	All except Sc, U, B, G, E, Cl
Veno's:	All except E
Vicks Medinite:	All except U, G, E, Cl
Vicks Vaporub:	Ln, So, M, A, Y, NE, Sc
Vicks Inhaler:	Ln, So, M, A, Y, NE, Sc
Vitaplus multivitamins	Lc, M, Y, NE

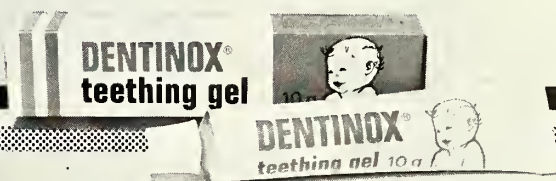




‘Last week, I thought we’d never have a good night’s sleep again. I couldn’t blame baby really. But why does teething pain usually strike in the middle of the night?’

Then I was told about Dentinox. It’s specially formulated for babies’ teething pains apparently. Anyway, it certainly works. All it took was a gentle rub on the gums, a quick cuddle...

# ...and we all slept happily ever after.’



Dentinox gel. Tried and trusted for babies teething pains. From chemists only.

## Simply the best for fast book-keeping

**GIANT** **AND** **KEYS**, simple well-spaced keyboard and sub and grand total keys make this the ideal calculator for fast adding, book-keeping and VAT in a business such as yours.

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## Saving with Tufty Tails and Daffodil

The Anglia Building Society is promoting its junior savings account scheme in association with Tufty Tails.

On-pack stickers offer users of Tufty Tails £1 when they have opened an Anglia junior savings account. The offer is on all Tufty Tails' brands—new-born, baby, toddler and nighttime—and will operate with a close-out date of April 30. There will be nearly 100,000 stickers.

A money-off next purchase promotion for the retailer is being offered on the Daffodil range of toilet tissues.

The offer is 40p off the next case purchase and is being carried on 40,000 cases. The company decided on the offer after market research showed that, in these recessionary times, price cuts would be the most popular form of promotion. Presenters and in-store display units will be available. *Modo Consumer Products Ltd, Flint Road, Saltney Ferry, Chester CH4 0BX.* ■

## Pifco torch display unit

Pifco have designed a torch display unit for use at POS. The display is of black and white card and can be used for any combination of torches up to a maximum of seven.

The unit is available with a ready packaged selection containing a dozen of each of seven models (£121.20). With every package one 2 Cell rubber torch is supplied free. A special header showcard has also been produced for their motorist lantern. *Pifco Ltd, Failsworth, Manchester M35 0HS.* ■

## Trade bonuses from Richards & Appleby

Richards & Appleby are currently offering a trade bonus parcel on their Nailoid range.

The offer applies to manicure cream (20g), nail hardener, repair, Let 'M grow, Carnate nail polish and conditioner, and nail polish remover (both sizes). Purchasers of six dozen



Counter unit from Fassett & Johnson Ltd, New Road, Winsford, Ches, holding 12 Sport aftershaves at the special price of £1.99 each.

of any of these will receive a free bonus of two dozen 5g manicure cream. The promotion will run until March 31.

For the same period, the company are making a 24 for the price of 20 offer on Allcock's porous plasters, and are running a 79p consumer promotion on flash packed Gem dry shampoo. *Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SU.* ■

## Treatment Spa from Estée Lauder

Estée Lauder have developed the Body Treatment Spa range of nine products that cleanse, condition and protect the body from environmental pollution and moisture loss.

Moisture plus body bar (£6.50) is an enriched, non-soap, non-alkaline creamy white cleanser claimed not to disturb the skin's protective acid balance. Vitalising bath and shower gelee (£6) is a foaming cleanser containing natural sea minerals and carrageenin. Skin softening bath grains (£10), also containing natural sea minerals and carrageenin, is for those who enjoy bubble baths but prefer not to soak in bath oil. Creme concentrate skin bath (£6) is for women with dry, sensitive skin.

Smoothing body buffer (£9), an emollient, exfoliating creme containing

tiny scrubbing beads, is for smoothing rough skin on heels, elbows and knees. The fragrance-free antiperspirant (£4) is a mild, long-lasting family antiperspirant and deodorant. Also available are a bust conditioning creme (£18) to protect the delicate skin in the bust area, moisture supplement body creme (£15) and foot cream (£7.75).

*Estée Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1X 0BH.* ■

## Vestric photo album

Vestric have launched a budget-priced photo album. The suggested retail price is £0.99.

Trade price is £0.66½. Case quantity rate for 24-95 albums is £0.63, and for orders in excess of 96 units, £0.57. *Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP.* ■

## PRESCRIPTION SPECIALITIES

### Hypurin lente

Weddel Pharmaceuticals have completed their Hypurin range of insulins with the addition of a lente formulation.

Hypurin Lente is available in 40iu/ml (£1.95) and 80iu/ml (£3.50) strengths in 10ml vials with the appropriate colour-coding on both labels and packaging. *Weddel Pharmaceuticals Ltd, Red Willow Road, Wrexham Industrial Estate, Wrexham, Chwyd LL13 9PX.* ■

### Norgotin bottles

Norgotin ear drops will be supplied in plain amber glass dropper bottles in place of ribbed bottles until further notice. Other packaging remains unchanged. *Norgine Ltd, 59 High Holborn, London WC1V 6EB.* ■

### CAM in litres

Farillon Ltd, the distributors of CAM linctus for Rybar Laboratories, have announced the introduction of a 1 litre pack (£4.25 trade) *Farillon Ltd, Bryant Avenue, Romford RM3 0PJ.* ■



# The longer lasting battery goes on

This on-pack money-off promotion offers your customers a chance to save on Duracell – guaranteed to increase your profits by increasing consumer demand in this key post-Christmas battery replacement period.

## and on.

Duracell is on T.V. again between January-March with a £600,000 national campaign to convince your customers again and again that only Duracell is the long lasting battery.

More information? Ring or write: Duracell Sales Office, Duracell U.K., Duracell House, Gatwick Road, Crawley, Sussex. Tel: Crawley (0293) 512021.

### **DURACELL®**

**No ordinary battery looks like it or lasts like it.  
Or makes money like it.**





**THE No. 1 ONE-BY-ONE  
ON YOUR**



**and it's one repeat you'll be**



# DISPENSER IS BACK SCREENS...

## **IT'S No. 1**

Because it's the original No. 1 dispenser and it's from Hermesetas the fastest growing brand.

## **IT'S STAYING No. 1**

Because the highly successful one-by-one commercial is back on television on February 23rd.

The Hermesetas dispenser is the one your customers want and it's backed by the most exciting promotional programme ever.

## **WHAT YOU GET FOR LOOKING AFTER No. 1**

If you stock the Hermesetas dispenser you can enter a competition and win a brand new car and many other super prizes and bonuses.

Contact your wholesaler or your Crookes Products representative.

# delighted to see on television.

**Hermesetas, the original one-by-one that's No. 1.**



Strictly between chemists,  
summer will be a little simpler this year.



The Vichy chemists have perfected a simple solution to care of the skin in the sun.

The range has just two factors: 6 for sensitive skin or use in intensive sunlight; and 3 for normal or sun-accustomed skin.

They are in a cream for the face, and a milk for the body.

And combine a unique blend of two sun filters to allow natural tanning, while screening out harmful rays.

There is also Emulsion Apaisante, a

soothing after-sun lotion which helps to prolong the tan.

The products are easy to apply.

They won't stain clothes or leave the skin feeling greasy.

And the light perfume is non-irritant even to sensitive skins.

In short, the range is a welcome change from the bewildering profusion of factors and formulae.

And safe, because it is created with knowledge and understanding by dedicated skin care experts.

☒ **VICHY** SKINCARE  
At your chemist.



## Gloomy weather, but prospects are bright

One thing all sun prep manufacturers agree on is that for the past three or four years the sun has definitely not "got its hat on" in the UK. And this cloud of despondency, together with the economic climate, seems a good enough scapegoat for all the ills in the unsunny world.

Yet although the summers may seem to be getting smaller the cloud still has a silver lining worth between £10m-£16½m according to the various companies who continue to vie for brand positions.

To be brand leader in 1980 was the target set by Chefaro Proprietaries for Bergasol and a £500,000 advertising budget, double that of the previous year, was allocated.

Adverse publicity, however, in May and June linking bergamot oil with skin cancer, upset plans and a further £100,000 was added to the advertising as a confidence boost.

Despite this Bergasol is claimed to have retained its number two position in the market taking an 18 per cent sterling share (19 per cent in 1979) and a nine per cent volume share.

The company says that yet another poor summer and worsening economic climate, did not overly affect the sun prep market which rose from £9.4 million sterling in 1979 to £12.5 million in 1980, an increase in sterling value of 33 per cent. Even when inflation is taken into account, this figure combined with a 400,000 unit sales increase (7.1-7.5 million) indicates a market growth.

Bergasol product manager, Diane Kay, is encouraged by these figures. "The fact that Bergasol maintained its position despite the detrimental publicity is very positive", she comments, "and clearly indicates strong brand awareness and loyalty to Bergasol. We firmly believe that Bergasol would have succeeded in toppling Ambre Solaire from the number one position but for the 'scare' reports early in the summer. Our advertising campaign this year was particularly strong and considerable support was also given to the brand by the influential editorial sections of the media.

"Now that we have come through a potentially disastrous year—a poor

summer, the recession and bad publicity—as a strong leading brand, we are convinced that Bergasol is capable of increasing its brand share in 1981.

We are forecasting a total market of 10 million units this year and we will be spending even more on advertising and promotions to take a 12 per cent volume share and 26 per cent sterling share. As research shows that strong visibility increases consumer confidence, Bergasol will be spending in excess of £500,000 to promote the brand.

"Despite a greater consumer spend during 1980, the suntan preparation market remains overcrowded, with still more products launched last year. However, four brands—Ambre Solaire, Bergasol, Boots and Nivea—still account for nearly 70 per cent of all unit sales and 71 per cent of sterling value. We would therefore advise chemists to think about rationalising their selections for 1981, buying those established brands that have been proven and will be backed by heavy promotional expenditure. A smaller selection of products in the chemist is also helpful to the assistants and to the consumer at point of sale."

Smith & Nephew also comment on the surprising buoyancy in the suntan preps market. Volume sales, they say, grew by over six per cent and sterling by over 30 per cent. They estimate the 1980 market to be

worth some £15 million.

Mr Kevin Coyne, Nivea product manager, believes: "Following three excellent years for Nivea sun preparations, during which volume share climbed to a record 18 per cent of total market, our initial expectation of yet another record year was justified during May. Nivea sales were some 67 per cent higher in May 1980 compared to May 1979, against a total market increase of 55 per cent for the same period.

"However, the damp, changeable weather of the mid-late summer caused retailers to reconsider repeat purchases and as a result, Nivea out-of-stock levels increased dramatically in middle and late season. Consequently, full year sales of Nivea sun preparations did not match market growth, though our dominant position of no. two brand was maintained." The company agrees with Chefaro that the four major brands account for 70 per cent of total sales and believes that the recession has led to reduced profits for many pharmacists due to high interest charges on excess stock causing many retailers to reconsider their range, stocking just the three or four major brands.

Mr Coyne continues: "During 1980, over £0.5 million was spent by Smith & Nephew supporting the Nivea range, through television and Press, and whilst no direct media support is given to the sun preparation range, it is obvious from its success that this support has paid dividends in overall awareness for Nivea. An even greater media spend is committed for 1981 to ensure that once again the Nivea range is to the fore."

Last year Smith & Nephew



Courtesy of Vichy (UK) Ltd



"insured" their consumers against bad weather during their British holidays. This year the promotion could be described as a novel idea.

The company plans to offer every customer a free novel with every Nivea purchase. A choice of eight novels, ranging from romance to thriller, will be offered for proof of purchase.

Display material supporting the promotion, leaflets and entry forms attached to the product will be available. As an incentive to retailers a free Nivea airbed will be available to those buying a Nivea fortune pack containing eight or fifteen dozen assorted suncare products plus stand.

## Roche enter big league

In 1980 Roche set out to enter the sun preps big league. They relaunched their range of milks, creams and oil under the Eversun name and introduced a new water resistant range, Aquasun. At the end of the season Roche claim Eversun and Aquasun had trebled their brand share in sterling terms achieving third place.

Lynn Smith, cosmetics manager, says, "Brand awareness for Eversun and Aquasun increased from 3 per cent to 38 per cent in 1980 and we consider this to be particularly significant in a season when consumer interest in the market was so low. We are very confident about 1981. We have the right product in the right packaging and we will be supporting the range very heavily throughout the season. We would like to help the retailer as much as possible by giving increased point-of-sale support. We will therefore be concentrating the majority of our budget on below-the-line activity with a variety of promotions which we believe to be the biggest promotional package ever from a suntan manufacturer."

There will be a series of promotions backed-up in-store with display material and bottle collarettes. Promotions will be for both trade and consumer.

Roche are currently formulating their media plans which will include a Press advertising campaign. The association with Jersea, the Swedish swimwear company will be continued with joint advertising in women's magazines and a poster campaign.

New packaging for the standard Coppertone range has been introduced bearing colour-coded labels and caps that reflect the sun protection factor of each product. The sunscreen products are divided into four categories, minimum protection (SPF 2), moderate protection (SPF 4), extra protection (SPF 6 and 8) and ultra protection (SPF 15). Minimum

protection products are colour-coded blue, moderate protection products, yellow and extra protection, green.

Plough estimate the 1980 suntan market in the UK to be worth £16½ million, an increase of 18 per cent over the previous year, but on market sales it has decreased by 3 per cent. The Coppertone share of the market, they say, has increased by 12 per cent (unit sales) giving the brand, with Sudden Tan and QT, a number two position.

To maintain this "upward sales swing", Plough are planning a "startling and dramatic" advertising campaign in women's magazines between March and August with a total spend of £350,000 and there will be several promotions in the leading magazines.

Plough have recently added Coppertone water-resistant sunscreen lotion SPF 8 (£2.75) which is described as ideal for sun-sensitive skins and there are two new fragrances, tangerine and papaya/pineapple in the Tropical Blend range. Retail prices will be increased, the company says, but "well below the standard inflation rate".

The Delial range from Bayer remains unchanged for the 1981 season and the company says the addition of Factor 10 last year was well accepted by the chemist trade.

Reflecting on the past year Bayer believe that the spell of good weather in May caught many manufacturers unprepared. The market size they estimate to be in the region of £10 million, a decline of £2 million on the previous year.

Delial is credited with a market share of 2.7 per cent and despite not offering sale or return facilities, levels of distribution through chemists were maintained.

For 1981 there will be a minimal amount of consumer advertising with the emphasis on below-the-line activity and promotional parcels will be available on the same strategy as 1980.

Advertising plans for Uvistat have yet to be completed by W. B. Pharmaceuticals but they will be aimed at strengthening the brand's position and consolidating awareness for the range. Despite the poor weather, Uvistat, the company says, continues to do well and will be supported by a pre-season bonus offer.

Yves Ospici, marketing manager, Vichy UK, says he is very pleased with the reception Vichy's new suncare range received last year. "We are now sure that in good weather sun products are considered an integral part of an everyday skincare routine. It is no longer a market catering for a fanatic who is looking for a quick

tan at all costs and therefore ready to try every new and complicated answer presented to him. Instead the bulk of consumers are looking for simple, effective, well priced products that they can use with confidence. Our success with our own range of just five products for normal and sensitive skin has proved this without a doubt".

Extra discount prices for the 1981 season will be available to retailers on Cooltan sun products which cater for mass market, volume impulse sales in the £0.95-£1.85 price range and Piz Buin are offering a suntan without sunburn guarantee

## Refund for sunburn

Purchasers who suffer sunburn despite using Piz Buin in accordance with the tan plan, which appears on all packs, will receive a full refund from the company in exchange for the pack. The 19 line range remains unchanged as do prices and there will be promotional packs of SPF 4 milk and oil and SPF 6 milk carrying a free on-pack giveaway Piz Buin sun hat. A women's Press advertising campaign is planned for the summer months featuring the Piz Buin windsurfing girl.

Hawaiian Tropic is to be supported by joint advertising with Silhouette swimwear scheduled to appear in the woman's Press. UK sales of Hawaiian Tropic are said by the company to have risen from £0.6m to £1m in 1980 increasing their market share by 3.6 per cent to 9.1 per cent. New display stands for counter use and POS material will be available and consumer and trade competitions are scheduled. Samples will be covermounted on three magazines carrying money-off vouchers and a separate voucher is being offered through *Woman's Own*.

So what can be expected in 1981? It would be nice if the sun shines, that goes without saying, but even so the sun preps market is lucrative with more and more people chasing the sun and holidaying abroad. Sales therefore will continue, but being ready for them is important.

Not to be caught unawares by freak weather spells must be the motto for the coming season. So buy in but buy wisely. Brand figures will continue to be flourished by companies using sterling or volume statistics to their advantage but the real fight remains at POS where space is short and the pharmacist's decision decisive.

*Information on Ambre Solaire was not available at time of going to press.* ■





Robinsons  
announce the  
end of the  
nappy market  
as we know it.

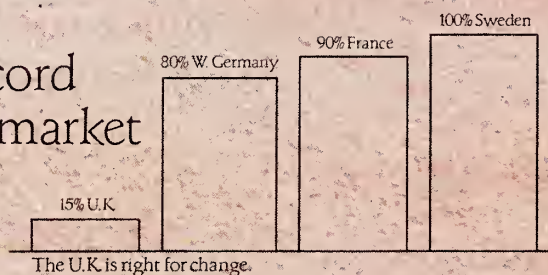




# This is the age of

For the third consecutive year, the disposable nappy market shows dramatic growth.\*

Mums this year are spending a record £35 million on all disposable nappies – a market growing at the rate of 50% per annum. And as you can see from the European



# All you need to cover you



## Cosifits – the elasticated all-in-one brand leader.

- New Paddi Cosifits, the sensational all-in-one with elasticated legs for a leak proof fit.
- £2 million promotional drive. No other brand will have such a comprehensive range of activity throughout 1981.



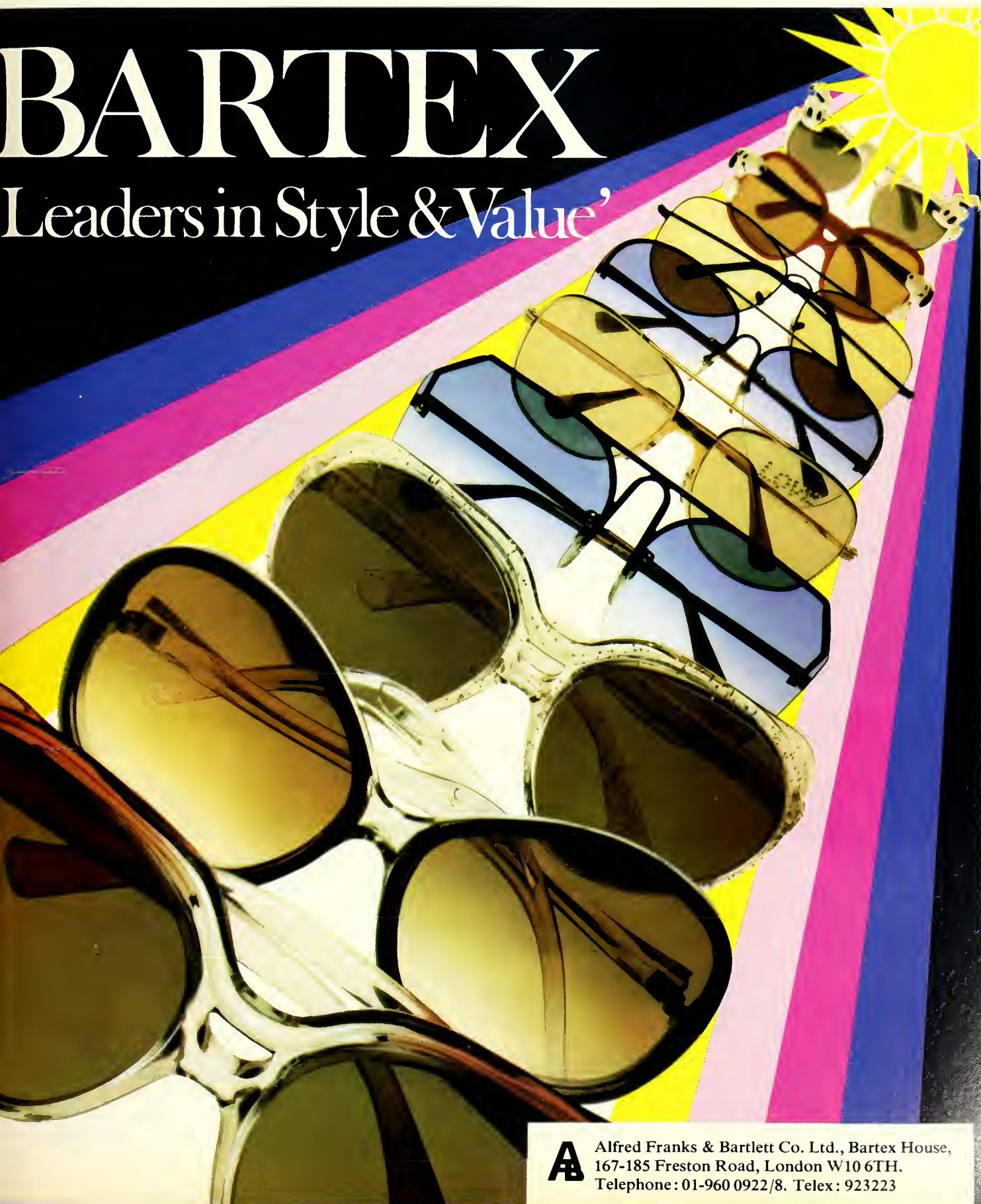
\*'Disposable Nappies—biggest growth market in U.K., 1980.' Source: Independent Retail Audit



# Sunglasses

## BARTEX

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Samco '81.  
Tops the world  
of High Fashion



## Samco by Mazzucchelli – The eyes of '81

- \* Over 90 sensational fashion styles.
- \* Superb quality and unique Italian flair.
- \* Wide range of lenses – including the most advanced photochromic lenses – 'Reactolite Rapide' and 'Sunsitive Rapid'.
- \* Really competitive prices.
- \* Eye catching pre-stocked floor standing and counter size display stands.
- \* Attractive terms – Order NOW – Pay LATER.

**America à la Carte – £20,000 worth of prizes**  
15 Star-Spangled Fortnights in the U.S.A. to be won.  
For further information on Samco '81, and a copy of the fabulous, full colour brochure for 1981, write to:–

**SAMCO**  
BY *Mazzucchelli*

Mazzucchelli Ltd, Bushey Close, Kenley, Croydon, SURREY or Addis Ltd, Ware Road, Hertford, HERTS SG13 7HL.





## Reflecting on the sunglass market

In any season sunglass sales reflect the amount of sunshine the British public has basked in. It is almost axiomatic that the more sun, the more sunglasses sold, and vice versa.

Fortunately, however, sales are not entirely dependent upon the sun—the more recent brand names such as Goggles could not have achieved so much success had that been the case. Fashion, of course, has made all the difference over the past decade or so and sunglasses are now an important

item in the “summer wardrobe”, especially of the younger fashion-conscious age-groups who are most likely to buy a new pair each year.

So what does 1981 have in store? Rain (and lots of it) seems highly likely if the past three years are anything to go by and that is bad news, judging by the amount of sunglasses and sunpreps that were left on the shelf at the end of the 1980 short, sharp and very wet season.

But whatever the weather, sales are

there to be made. Although the sun seems to be permanently behind British clouds it is shining elsewhere. More and more people are holidaying abroad, especially on the Continent and the market is lucrative—if you can only catch them before they go!

The British “season” should no longer be used to determine when sunglass display stands are brought out and dusted down. The freak weather conditions that have occurred in the past few years throw any summer-seasonal plans to the wind. And the growth of winter holidays can only confirm this shift of promotional priorities.

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### Market transition

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The market seems to be undergoing a transition with the accent on British sunshine no longer so strong. Although millions of pairs of sunglasses will be sold, they are gradually becoming a year-round product with a steady turnover.

Sunshine will of course be gratefully received as an added boost to sales, but marketing nowadays creates the consumer's perceived need for sunglasses, rather than the good old, unreliable British weather.

Chance Pilkington's Reactolite Rapide lenses, for example, gave the market a timely boost at the same time as the battle between the “top dogs”—Foster Grant, Polaroid and Goggles—was being feverishly fought with massive advertising spends. This year, however, Foster Grant are out of the consumer advertising rat-race—and Jackel are suggesting that advertising creates no brand loyalty anyway.

Claims and counter-claims may be rife and at times annoying, but they do create awareness—which is what the sunglass market needs just as much as sunshine itself! ■





# Record sell-in claimed for Samco

The launch of the Samco by Mazzucchelli '81 collection of sunglasses in September resulted in a record sell-in the company claims.

Commenting on the success, Rod Lane, marketing director of Mazzucchelli UK Ltd says: "In 1980 our package to the retailer and consumer succeeded in increasing our distribution by 50 per cent. For 1981 we have developed this successful formula and expect a further improvement on our share of the market."

Mazzucchelli are confident that despite the recession their formula of "producing high quality glasses, which are effective in the sun and incorporate lasting fashion," will see them take a strong hold on the market next year.

"Too many companies have over-evaluated the size of the market and under-estimated the effects of a bad summer. If you fall into this trap you are left with high stocks and therefore your collections from year to year deteriorate. We at Samco believe that in problem times an even bigger effort in terms of quality, pricing, presentation and greater support to the trade is required".

Recent research, the company says, has shown that Samco, when selling in competition with other brands in-store, has always outsold competitors. And all this achieved without heavy advertising expenditure they say.

## Successful year

According to Rod Lane: "Last year was our most successful year and I believe that we are the only brand in the UK who can safely say that we achieved what we originally set out to do. Now we have a successful formula and package we are poised to increase our share of the market during next year."

The 1981 collection comprises over 90 designs, all fashion and photochromic styles carrying swing tickets to show lens type, style number and retail price. Five lens types—CR39, polarised, impact resistant mirrored glass, Sunsitive rapid and Reactolite Rapide—are featured in the various collections which have a price range of £6.99-£18.99 and there are 13 floor and counter display stands available. *Mazzucchelli Ltd, Bushey Close, Kenley, Surrey CR2 5AV.* ■



## Olive maintain prices

Olive prices for 1980 are being maintained in the coming season. A new selection of metal frame sunglasses (£1.75) with impact-resistant glass lenses is available, as is an assortment of metal frame Reactolite Rapide models (£9.25).

Other collections available include the shatterproof collection, comprising plastic-frame sunglasses with shatterproof lenses (£0.89) and the photochromic collection with Sunsensor/Sunsitive lenses (£5.99).

Also included in the 1981 collection are polarised clip-on (£2.40), metal-framed mirror lens sunglasses (£1.99), the polarised collection with assorted smoke and tan lenses (£2.99-£3.75)

and a range of children's sunglasses in assorted colours (£0.29). *Olive (Chemist Sundries) Ltd, Olive House, 70 Orpington Road, London N21 3PN.* ■

## Zeiss add five

Lens types available in the Zeiss 1981 collection are Umbral 65 and 85, Umbramatic SR and gradient. Display material for the Sunscene range is the same as last year and the display stand holding six models is again available. Five new models feature in the 1981 collection including a ladies metal frame, semi-rimless and plastic models. *Carl Zeiss (Oberkochen) Ltd, 31 Foley Street, London W1A 4YZ.* ■

## Consumer awareness at all-time high

As a result of the 1980 Reactolite Rapide photochromic glass advertising campaign, consumer awareness of the glass in the UK now stands at an all-time high. This is the finding of a recent survey commissioned by Chance Pilkington Ltd to assess the effectiveness of their 1980 consumer advertising campaign; awareness of the Reactolite Rapide brand name doubled during the period of the campaign from 21 per cent to 41 per cent of all those interviewed. This, the company says, is more than twice the awareness of the nearest competitive brand.

The survey also showed that, after the campaign, at least four times more people owned Reactolite Rapide spectacles than any other brand of

photochromic glass. Nearly half of those adults aware of Reactolite Rapide glass said they would be likely to buy the brand next time they bought glasses. One in four said they would be very likely to buy Reactolite Rapide glasses.

Two thirds of all those interviewed who were aware of the Reactolite Rapide brand name had heard of the glass as a result of advertising. Another 21 per cent had heard of the glass through relatives and friends.

The 1980 UK advertising programme was part of a £750,000 worldwide campaign covering all major international markets. *Chance Pilkington Ltd, St Asaph, North Wales.* ■



# Gay Designs enter 1981 with confidence

For 1981 Gay Designs will be looking to the sunglass season with a degree of confidence as their range, they say, has been "carefully selected to produce a balance of outlook to meet the public's need for sunglasses". The company feels it can fulfill the requirements of the general public whether it be for fashion or leisure styles.

Estimates of the current sunglass market size and its trends are difficult to make, they say, in view of the bad summers recently, and they continue to stress the belief that a greater emphasis should be placed on a "leisure" glass.

Throughout 1980 the range was endorsed by Michael Aspel and this is to be continued throughout 1981 at point of sale.

Gay Designs say they have also taken on the distribution of the Bausch & Lomb Ray Ban range and they will be continuing their consultant operations in the major stores although, they say, "very careful consideration



will be given to other forms of retail outlets".

The 1981 collection encompasses the latest trend towards smaller and combination frames with plastic arms and trim and it includes the Primetta range (£3.50-£29), a photochromic range and a range with toughened glass lenses suitable for driving. Fashion is catered for with a range fitted with CR39 graduated lenses and there is a small polarised range. Couture styles are available in the Yves St Laurent, Balenciaga and Vogue collections. *Gay Designs Ltd, 160 Vauxhall Bridge Road, London SW1V 2RS.* ■

# Titcomb offer service, value and choice

"Service, value for money and a comprehensive choice of models will continue to be the basis of Titcomb fashion sunglass policy for 1981". And to support this statement the collection includes 45 models with Reactolite Rapide lenses (£4.50-£7.50), a new collection of 12 models fitted with Euromatic Express photochromic lenses from Western Germany (£6.50-£7.25), 40 metal, rimless and injection moulded models are available with CR39 lenses as are new models with Carl Zeiss lenses (£7.25-£7.50).

Photochromic lenses by Corning are fitted to a less expensive range of metal styles (£2.95) and there are several new models with polarised lenses (£1.75-£2.50). Children's sunglasses, clipovers and a range of inexpensive metal models (£0.75-£2.25) are also available.

Display stands for the floor, counter and window are available and all CR39, Zeiss Umbral, polarised and clipovers are supplied with cases. A spring-closure case is supplied with each photochromic style. *Titcomb Fashion Sunglasses, 24 Hurn Road, Christchurch, Dorset BH23 2RN.* ■

# SOLABRA PRESENTS

their range of Sunglasses  
for the 1981 Season

The picture shows the Solabra SAF 720  
"pilfer proof" display stand

Ask your wholesaler for details of this  
and other units available

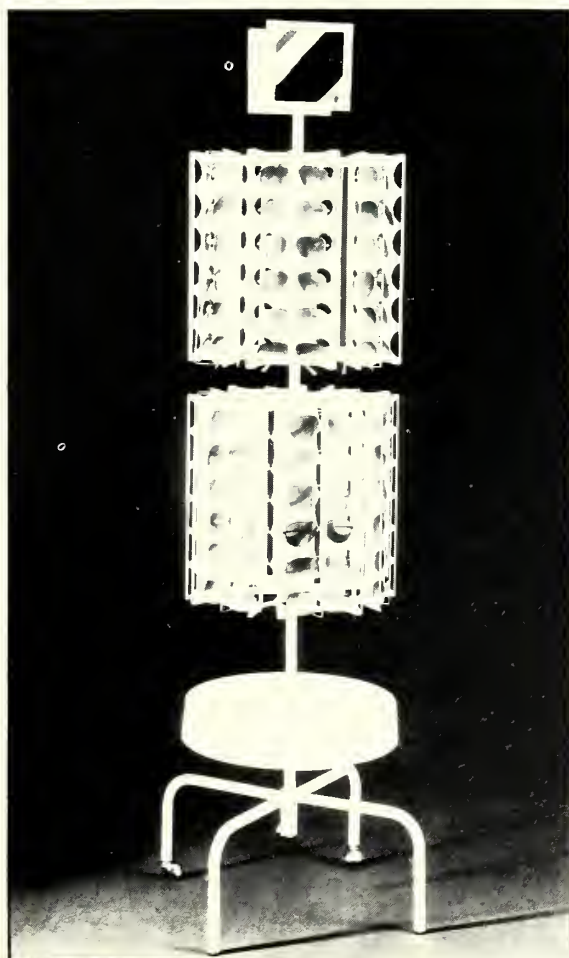
The Solabra range contains:

- Photochromic and Reactolite Rapide lenses in metal frames. Polarised lenses.
- Acrylic gradient lenses in lightweight frames.
- Mirror lenses of glass or acrylic in metal frames.
- Popular assortment of Ladies', Gents', and Children's sunglasses.

Retailing from 30p to £9.25

Wholesale enquiries to:-

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## **A FEW OF THE PEOPLE WHO TOOK US FROM**

Maybe they don't look like your average customer. But then Foster Grants aren't your average sunglasses.

They're at the very forefront of fashion.

Now the top selling sunglasses in the land, they're as successful here

as they are in the States. In the past two years they've made more money for you than any other brand.

Obviously our styles have had a lot to do with it. As you'll see from our latest range.

To show it to you, and tell you all





## UNKNOWN TO UNBEATEN IN JUST SIX YEARS.

about the special deals we've arranged, there's an entirely independent new sales force.

Set up as a result of our success, Foster Grant is their sole responsibility.

If it's to do with sunglasses, they'll have the answers. All the way from how

they're made, to what makes them sell.

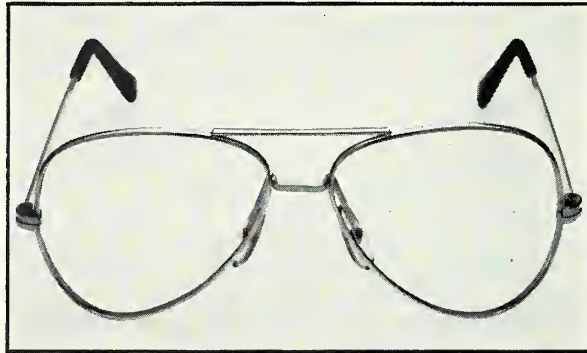
If you haven't stocked Foster Grant before, call Freefone 3637 and arrange a visit.

One look through our glasses and you'll see the future in a much better light. **FOSTER GRANT**



**MILLNERS**

CHANCE-PILKINGTON  
**Reactolite\***  
**RAPIDE**  
Fast reacting photochromic glass



**1 DOZ £3.80 each**  
**3 DOZ £3.60 each**

**5.97\***  
**5.69\***  
Suggested Retail \*

With lens of optical  
quality, glazed in high  
stylish frames in both  
metal and plastic

**FREE  
DISPLAY  
STAND**

**R. MILLNERS (Chemist Sundries) LTD**

M-Way House Devonshire Rd Worsley North Trading Estate  
Worsley Manchester Tel. Farnworth 791104



# Polaroid claim a brand share increase of 43 per cent

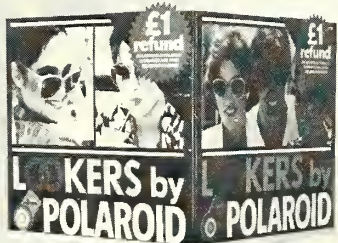
Lookers were the only major sunglass range to increase brand share in the sunglass market during the 1980 season say Polaroid.

Despite the poor summer weather figures for independent pharmacies during July/August 1979 and July/August 1980 show that Polaroid increased their brand share from 19.3 per cent in 1979 to 27.6 per cent in 1980. This represents a 43 per cent increase for Lookers. The other two major manufacturers are said to have shown a decrease in brand share during the same period (Foster Grant 24 per cent decrease and Goggles 15 per cent decrease).

Commenting, Lou Sharman, sunglass manager, says: "Polaroid's increase at the expense of our major competitors is an endorsement by chemists of our policy of offering better value and fashionable sunglasses to the retailer and the consumer".

## Consumer campaign

In 1981 Polaroid expect Lookers to be the only brand backed by a national consumer campaign. Advertisements will appear in the national Press, telling the consumer how to get £1, in cash, back on the purchase of a pair of sunglasses costing £6.00 or more. The



promotion begins February 1 and Polaroid representatives will be visiting all chemists with details before then.

The 1981 Lookers range comprises over 100 models in pre-priced packs of 50, 100, 150 and 250 units. Stands are internally illuminated, featuring the "£1 money back" promotion and

*One of the new fashionable upswept styles in the 1981 Lookers by Polaroid range.*



bearing fashion pictures to tie in with national advertising.

Prices range from £3.95 for clip-ons (which come supplied with their own stand, holding 12 clip-on variations, and a 30 unit clip on pack) to £5.95 for a metal sunglass and £19.95 for a top-of-the-range photochromic or a model in the Christian Latour couture range. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.* ■

## Solar expect increase in market share

The 1981 Solar sunglass range will be subject to an average price rise of just 5 per cent, says the company, with many equivalent models selling at last year's prices. Prices range from £3.50 to £19.95, covering all lens types.

Mr David Thornton, managing director, comments: "Sunglass sales for 1980 were generally down for the industry, yet, against the trend, we sold more units in 1980 than ever before and our end of season stock position was lower. We therefore expect to continue maintaining our rapidly increasing share of the market".

Gradient lenses are featured in 80 per cent of the collection and the

Rapide lens is also available.

For 1981 Solar are introducing a new flip-clip style for spectacle wearers and a 24-piece display stand can be supplied. Eight new styles are included in the Nina Ricci haute couture range which comprises 17 models (£54-£117).

Three new haute couture ranges also make their debut in the 1981 collection—Paola Belle comprising five feminine styles (£25), Victor St Hugues (£19.95) and Christofer Magnus (£25-£29). *Solar of France Ltd, 154 Queens Road, Buckhurst Hill, Essex.* ■

## Millners offer range nationally

As one of the oldest established chemist sundries houses covering an area from Cumbria to Staffordshire, Millners are offering a range of sunglasses to chemists nationally which includes metal mirror (£0.99), children's (£0.25), Sunsensor (£3.50), Eurostyle £2.20, super rimless (£1.95) and Reactolite Rapide (£5.69). Sale or return facilities are not offered but the range, they say, has no equal in value or quality.

*R. Millners (Chemist Sundries) Ltd, M-Way House, Devonshire Road, Worsley, Manchester M28 5PT.* ■



# The biggest promotion

As brand leader in the sunglass market, you'd expect us to do things in a big way.

But even you might be surprised at the scale of our 1981 promotion.

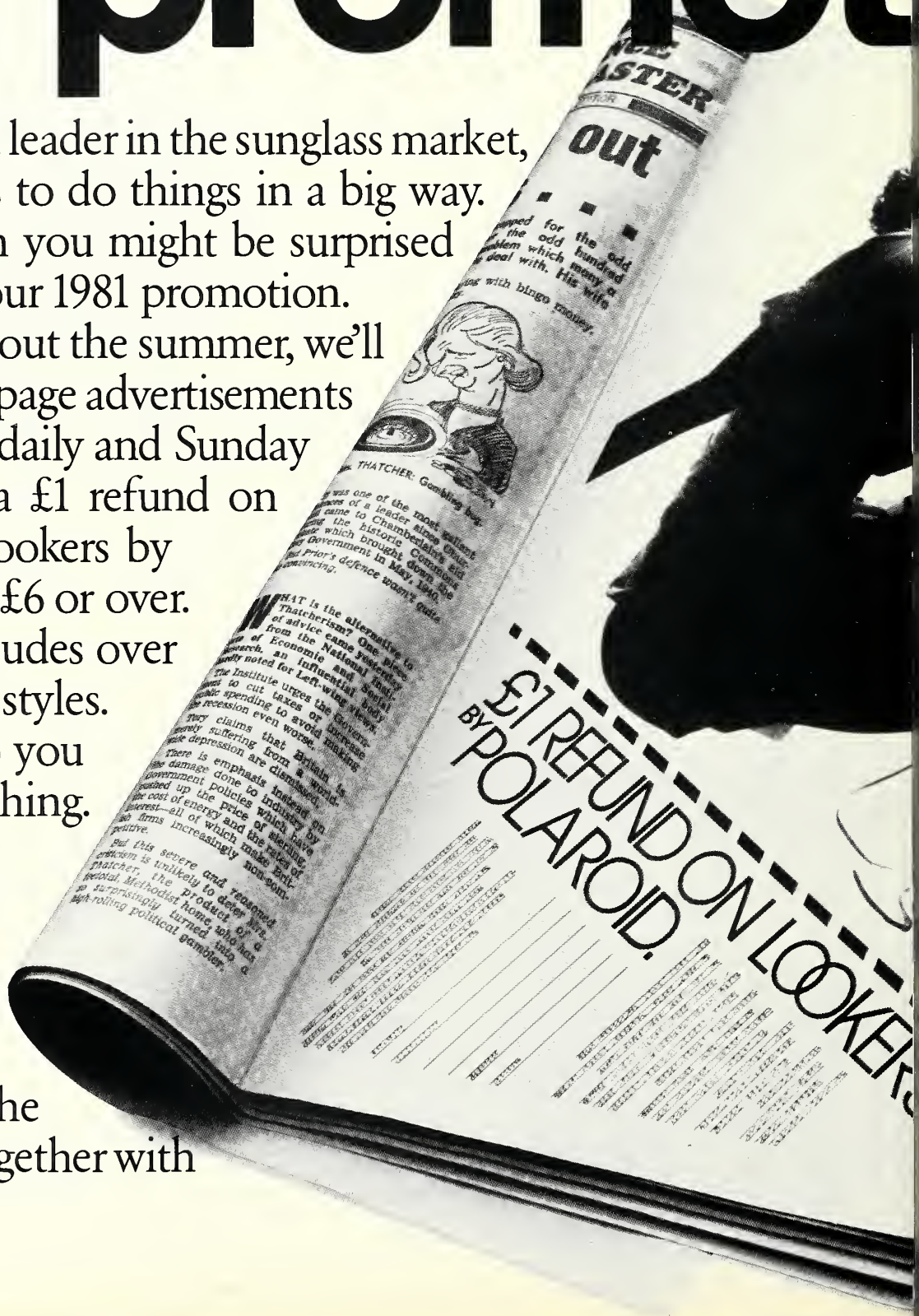
Throughout the summer, we'll be running full page advertisements in the national daily and Sunday press, offering a £1 refund on every pair of Lookers by Polaroid priced £6 or over.

That includes over 100 sensational styles.

What do you have to do? Nothing.

What do your customers have to do?

Just send us the coupon (or a voucher from the point of sale) together with





# t sunglasses on ever.



*For sunglasses  
a cut above  
the rest,  
cut below...*

the hang tag and  
sales receipt.

In return, we'll  
send them a crisp £1  
note. Altogether, fifty  
million coupons are  
planned to appear in  
newspapers.

That's a large invest-  
ment from us.

And a large number  
of customers for you.

Be prepared, order  
your sunglasses now, and  
we'll send you free display  
material and refund  
vouchers.

As you can see  
we're number one  
...and we plan to  
stay that way.

To: Lou Sharman,  
Polaroid (UK) Ltd.,  
Ashley Rd., St. Albans,  
Hertfordshire AL1 5PR.  
Telephone: St. Albans 59191.

Please ☐ Send me your Lookers  
by Polaroid sunglasses brochure.

☐ Ask your representative to call.

Name \_\_\_\_\_

Address \_\_\_\_\_

Tel: \_\_\_\_\_

"Polaroid" and "Lookers" are trademarks of Polaroid Corporation,  
Cambridge, Mass. USA ©1980 Polaroid Corporation.

No. 1 for '81 LOOKERS by POLAROID.



# New sunglass range from Anthony Corre

One person who has bounced back into the sunglass scene this year is Anthony Corre, former managing director of Correna International for over 17 years.

Mr. Corre left Correna a year ago and has now re-entered the sunglass market with a new company and brand name, Erroca.

The Erroca collection, being entirely new, does not have the problem of how to re-market stocks held for up to three or more years according to Mr Corre. "Other brands seem very much 'the mixture as before' but with a few new styles to liven up the appearance of what otherwise would be very tired looking ranges."

Comprising over 70 styles in nearly 200 colour options (£4.95-£19.95) there are designs for both men and women in metal and plastic frames and a wide variety of lens types including polarised, Reactolite Rapide, Sunsitive, CR39, toughened glass and acrylic. Among the lens types are various treatments including mirror and gradient effects; the Sunsitive and Reactolite Rapide include pre-tinted treatments and new Reactolite brown.

Mr Corre describes the colours as both subtle and classical with hand-painted groove effects in certain of the lightweight rimless styles.

For POS a series of new display stands has been produced which comprise a 49-piece counter top unit, a 70-piece floor-standing unit and a 100-piece floor standing unit on a base which can store back-up stock. All these units are illuminated. Smaller counter top or window units featuring super lightweights and Reactolite Rapide are also provided.

All glasses are fitted with pilfer-proof tags showing lens type, style number and price and are supplied with a free carrying case.

## Trading arrangements

Describing the trading arrangements Mr Corre says: "In its first full year of trading the company is being highly selective with regard to the type, number and distribution of outlets. A large part of the business has been committed to department stores nationally. For chemists within London and the Home Counties we are promoting the 'Erroca merchandising system'.

"This is the scheme created nearly eight years ago and operated by Correna until their acquisition by Jackel. We think that the benefits to

the retail chemist speak for themselves and only regret that we are obliged to limit the area for year one."

Briefly, the scheme involves no down payment for the initial delivery and a regular call is made by a merchandiser to carry out a complete merchandising service. An invoice is raised by the merchandiser at the time of the visit to cover only the stock replaced and at the end of the season all residual stock is taken back. Trade discount, Mr Corre says, is 50 per cent from the retail price (excluding VAT) and a cash settlement discount of 5 per cent is available.

Although the scheme is at present only available in London and the Home Counties the Erroca sunglass range is available nationally on what are described as "other very generous terms". It is hoped to extend the scheme after this first year.

One final point Mr Corre is keen to make is that it is not company policy to distribute to 'down market' outlets such as garages, grocery supermarkets and seaside kiosks so any retailer stocking the range can rely on a "certain amount of exclusivity" in his area. *Anthony A. Corre Ltd, Unit 10, Blackwall Trading Estate, Lanrick Road, London E14 0JP.* ■

## Crazy Shades from Croptics

The 1981 Croptics range consists of 64 styles in assorted metal, lightweight plastic, rimless and one eye frames with a wide selection of colours and styles. For the coming season a new high fashion range, Crazy Shades has been introduced.

The Rapide magnifique selection is still available and other photochromic sunglasses include Rapide and Sunsensor in both metal and plastic frames. Eurostyle diamante (featuring the lens motif), high flashers (with mirrored and extra dark lenses, some frames having a suede effect), super rimless, polarised, Metaray and childrens' sunglasses are all available at what are described as "extremely competitive prices".

All range are supplied with either floor display stands or counter stands and display cards. Finally there is an in-house repair service available to all customers. *Croptics Ltd, Cornwall Works, Cornwall Avenue, Finchley, London N3 1LE.* ■

## Verbania new styles and a competition

The 1981 Verbania range—now distributed by Pharmagen—features a collection of new styles in Sunsitive, Reactolite Rapide, clip-ons and children's models.

Sold in complete stands, Sunsitive (12 pairs), Reactolite (6 pairs), clip-ons



(12 pairs) and children's (24 pairs) offer "very attractive discounts" to retailers.

Verbania also feature a "value range" of Sunsitive, fashion, clip-ons and children's styles in addition to their new 1981 collection. Selected stands of Sunsitive, fashion and clip-ons will offer what are described as extra high margins to the retailer.

Details of a competition in which 12 cases of Italian wine can be won can be obtained from the 1981 Verbania brochure available from wholesalers or direct from *Pharmagen Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP.* ■

## Ray Ban all-weather Ambermatics

A recent introduction by Bausch & Lomb is the all weather Ambermatic sunglass, described as "a new concept in sunglasses that changes to accommodate all weather conditions".

The glasses (£40 upwards) are said to be suited for drivers who experience a number of weather changes during their travels. In overcast conditions the lens is amber, in bright warm sunlight brown and in winter sunlight silver-grey. *Bausch & Lomb, Unit 13, Ascot Road, Clockhouse Lane, Feltham, Middlesex.* ■



# Ask for Reactolite Rapide by name...

...before your customers do!

# 41%

Today, Reactolite Rapide photochromic lenses are more popular than ever before, and are available in most leading sunglass ranges.

You can be sure that your customers will be asking for Reactolite Rapide lenses by name next summer. A recent survey shows that 41%\* of people in the U.K. now recognise the name, and that's twice as many as its nearest rival!

This awareness means more sales for you! The success of Reactolite Rapide lenses was the one bright spot in an otherwise very difficult 1980 sunglass season, and Chance Pilkington intend to make 1981 even more successful.

Over £250,000 is being invested in an advertising and promotion campaign, which includes ten and thirty-second television commercials, and national colour magazine/Sunday

# 1981

supplement advertising during the spring—all to ensure that Reactolite Rapide lenses will be in even greater demand next summer.

There are now two new Reactolite Rapide lenses which you can offer to your customers. In addition to the internationally acclaimed Reactolite Rapide Grey 90, there is Reactolite Rapide Brown 90 (a brown fast reacting photochromic lens, introduced to meet the demands of the fashion market), and the new Reactolite Rapide Grey 70 lens.

Designed especially for sunglass use, Reactolite Rapide Grey 70 is a fast reacting grey photochromic lens which features a pre-tint.

When you are ordering your sunglasses, remember, always specify Reactolite Rapide lenses by name.

*\*Figures quoted are from prompted research by S.R.A. Limited, a subsidiary of National Opinion Polls Limited.*



CHANCE PILKINGTON  
**Reactolite  
RAPIDE**  
The fastest reacting photochromic  
lenses in the world



CHANCE PILKINGTON LIMITED



Chance Pilkington Limited, Glascoed Road,  
St Asaph, Clwyd, North Wales LL17 0LL.

\*Reactolite and Rapide are  
Trade Marks of Pilkington Brothers Limited.

If winter's here, can summer be far behind?



# 'Strongest collection to date' from Solarite

Solarite say they are extremely optimistic about the coming season—and are showing what is perhaps their strongest collection to-date. They do, however, anticipate certain changes in the market with a move away from sale-or-return deals.

The Solarite range includes geometric shapes, semi-butterfly and slightly upswept styles. Colour tones, they say, are varied with metallic tints on plastic frames and many of the Solarite fashion frames are available in the company's other ranges.

In the Giacomo range there are three butterfly and three rectangular designs both of which are available in six colour blends. CR 39 gradutint lenses are fitted.

Display material, which is supplied free of charge, comprises a unit holding 12 fashion or standard Reactolite Rapide sunglasses, a Solarite Zeiss stand holding four models, a pilfer-proof cabinet display for 16 items and a floor unit holding 120 sunglasses. Also available are counter units for 36 and 48 pieces, a display card for clip-ons and stand-up cards for popular Solarite fashion and Pola-rama assortments. A Giacomo display stand is available on request where an assortment of at least one dozen is ordered.

All display and POS material features the 1981 "Sunbeatable" slogan and there will be a national and provincial Press campaign.

A latecomer to the range is a design for the motorist with a checkered flag motif. *Lessar Brothers Ltd, Lesbro Works, Hylton Street, Birmingham B18 6HW.* ■



## Optyl activity

High fashion fun and extravagance is how Optyl describe their Playboy collection of sunglasses. Six models are available in the range, three each in male and female styles available in 27 colour variations and ten lens shades—either functional or graduated tints. All models are supplied with the original Playboy case.

Other Optyl ranges include the Viennaline consisting of five female and two male styles with new logo and case and there is the Terri Brogan range with one male and three female styles, all of which are supplied with CR 39 lenses. *Optyl Eyewear Ltd, 220 The Vale, London NW11.* ■



## Correna relaunch for new season

Correna International have relaunched their range of sunglasses for the 1981 season. The new managing director, Ken Tweedie has spent the past six months reshaping this company. The objectives have been to provide a much improved sunglass range, more competitively priced and supported by a much improved level of customer service they say.

The relaunch includes a new logo in black and white house colours and what is described as a high fashion image with new exclusive styles. There are three new looks: "retro" (smaller frames and high temples), "classic" (standard round and square shapes) and "small eyes" (the new fashionable size which replaces the ten-year-old owl shapes). Colours range from pastels to strong primary colours, metal frames are lighter with some featuring the



popular "glitter" symbols. Lens types included in the range are polarising, TGX, Sundowners, CR39, Reactolite Rapide and Photomatic.

Prices have been reduced for the 1981 season and the range now retails from £5.50 to £14.95. The Correna Concorde range of Reactolite Rapide sunglasses have also been reduced from £19.95 to £14.95.

"The 1980's have seen the dawn of the discerning sunglass buyer. Coloured frames have become acceptable, smaller and finer frames are demanded and customers are less interested in fads and gimmicks," says Ken Tweedie.

Also marketed by the company in Britain are the Brigitte Bardot, Emmanuelle Khanh and Emilio Pucci ranges (£25-£33) and Correna offer a complete range of accessories—lens cleaners, eye protectors, nose shields, cords and cases. *Correna International Ltd, Moray House, 23 Great Titchfield Street, London W1.* ■



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With several different ranges of lenses available (one especially for children) Sunbrella Sunglasses are ideally suited to the needs of your customers. Whether it is shatterproof, polarising, or the reactolite rapide lens that is needed – Sunbrella have them all in a choice of colours and styles.



## High Pressure Help

High powered characters will help you shift our special personality range – JR Ewing, everybody's favourite baddie will feature, in specially designed merchandising cards.

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In 1981, Sunbrella will be coming with an unrivalled choice of floor and counter displays, and special merchandisers.

## Further Outlook

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Jackel International (UK) Limited,  
Kitty Brewster Estate, Blyth NE24 4RG.  
Telephone: Blyth (06706) 66771







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# A fashion pick-me-up from Goggles

"Sunglasses" says Oliver Goldsmith, the man behind the Goggles design section, "should be a part of a look, a fashion accent." And to prove his point the Goggles range majors on selling fashion rather than a sun accessory.

The 1981 range comprises some 120 models and four lens types—IR glass, CR39, polarised and Sunsitive—with prices ranging from £5.50-£16 (top-of-the-market Super Goggles being £21-£37) although the emphasis is placed on the £7.95 and under price bracket.

Goggles, claims Goldsmith, are "an inexpensive pick-me-up, a way to look and feel special, whatever the weather or occasion".

In 1980, the company says, it outspent the competition in advertising and in 1981 a picture campaign is planned. POS material comprises two 52-piece and a 22-piece floor stand. *Parfums Roberre Ltd, 44 Portman Square, London W1A 1DY.* ■

## Wilkinson aim for increased sales

The organisation of a totally new sunglass sales team to service the chemist trade indicates, Wilkinson Sword say, the commitment they are giving to the sunglass business both in the UK and world-wide. They report that 1980 was a good year for Foster Grant despite a poor summer. During the season Foster Grant's share was 11 per cent by volume and 16 per cent by value. This success they put down to a controlled marketing and sales programme, combined with a well-balanced range of sunglasses combining popular classic with high fashion styles appealing to the 18-30 year age group to whom, the company says, sunglasses are "indispensable."

Wilkinson believe the introduction of two new materials, crylon for strong, lightweight, and more comfortable frames, and cridalon for unbreakable, scratch-resistant lenses, will help to increase sales in 1981.

The 1981 range, comprising 96 styles of which 29 are new, has a price range of £5.99-£16.99. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks HP13 6EJ.* ■



## Solabra market activity

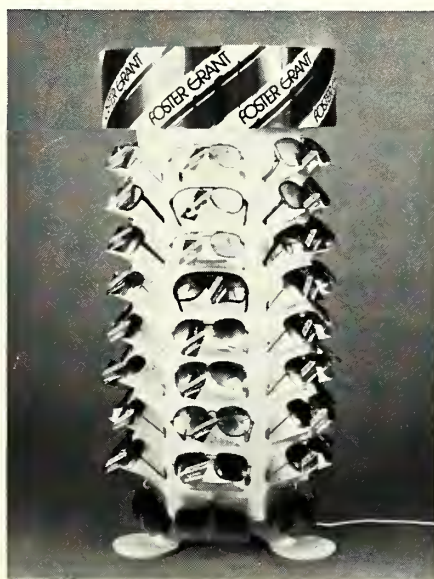
Early sales inland to the public were good say Solabra, but were not up to expectation in the coastal resorts. The 1981 range comprises, in large part, slimline and aviator models.

The new Reactolite Rapide shade, grey, is available in three styles and there is a cobalt blue mirror lens included which has a smoked effect when looked through.

POS material includes a 144-piece revolving counter stand (£172.80) holding assorted metal frames (£1.60-

£1.90), a 216-piece revolving floor stand (£312.80) holding an assorted collection (£1.60-£3.50), and a 72-piece counter display stand (£140) holding 14 different models including acrylic, rimless, skinny and mirror lenses (£1.95-£3.50). A free case is supplied with each pair.

A new introduction this year is a 24-piece counter display stand (£41.60) holding rimless, acrylic graduated lens styles (£2.60). Cases are again supplied free. Three other counter display cards are available. One is a 24-piece photochromic unit (£88), all models fitted with Sunsensor brown tinted lenses (£5.50). Metal frame sunglasses with polarised lenses are also available on a 24-piece counter display stand (£48) and there is an 18-piece unit (£86.80) with assorted metal, French fashion frames and lenses. Finally there is a Solabra clip-on unit holding 18 pieces (£20.76). *L. Braun Ltd, 22 Cowper Street, London EC2A 4AX.* ■



## Farrow trends

Four "skinny look," ten rimless, 40 metal and 20 plastic styles make up the Linda Farrow range.

The trend for 1981, says the company, is back to the mid-60s with round-eye styles and plastic frames. For POS there are two display units available holding 24 and 72 pairs. *Linda Farrow, 333 Grays Inn Road, London WC1X 8PX.* ■



# Advertising support largely irrelevant, say Jackel

Jackel International believe Sunbrella have proved that advertising support is largely irrelevant to the success of any brand in the sunglass market.

The heavyweight advertising which has taken place in support of a number of competitive brands has, they say, created an awareness but failed to establish any degree of brand loyalty.

"The sunglass business has changed significantly over the past ten years and throughout this period the Sunbrella brand has shown substantial and consistent growth. In order to be successful sunglasses must be fashionable, competitively priced and attractively merchandised. Our customers have heard all of our competitors' extravagant claims for their advertising and promotional campaigns which invariably never materialise. Our customers no longer believe it nor are they impressed by it," says managing director Terry Bevan.

The Sunbrella range includes many new styles with polarised, gradient and photochange lenses, including Reactolite Rapide. Jackel believe that price will be an all-important factor in the 1981 season and they claim Sunbrella will be the most competitively priced sunglass range in the market (£3.95-£12.50).

The Sunbrella personality promotion for 1981 is the J R Ewing range which



offers two styles with metal frames and impact resistant lenses (£4.95) merchandised on special display cards. Finally, the major Sunbrella promotion for 1981 is the "early bird". When a customer orders either a 96-piece floor stand or a 48-piece counter stand, 25 per cent of the stock will be priced at one-third off with trade profit margin fully maintained. *Jackel International (UK) Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG.* ■

## New lines from Bartex

Making their debut among a dozen or more new lines in the Bartex 1981 sunglass collection are three photochromic styles fitted with Reactolite Rapide lenses (£6.95 plus VAT). Frames are in nickel, gilt and black, and individual sunglass cases are supplied.

The economical fashion range includes a fresh selection of ladies' styles with tinted crystal frames (£0.65 plus VAT). Fitted with pin hinges and plastic lenses they come in assorted shapes and colours. This line is also available in teenage styles (£0.35 plus VAT).

Disney and Snoopy sunglasses feature in the children's range still at their original price (£0.30 and £0.50 respectively), whilst other styles are available in fashion and polarised (£0.16-£0.65 plus VAT).

Diamante designs of "love", "heart" and "butterfly" feature in the motifs range which has CR39 degradé lenses. Quick-change photochromics,



introduced in 1980, are again available (£3.99). The plastic lenses are said to darken within 30 seconds in sunlight and come in a variety of black, nickel and gilt frames.

Completing the range are polarised models with a 100 per cent money-back guarantee in a varied assortment of styles with metal and plastic frames (£1-£2.75 plus VAT). For spectacle wearers the flip-clips and clip-over ranges (£1.25 plus VAT) are again available.

A national bus poster advertising campaign for Bartex will run throughout spring and summer and POS material includes floor and counter display stands. *Alfred Franks & Bartlett Co Ltd, 167 Freston Road, London W10 6TH.* ■

## Marby believe 1981 prospects good

Following three years of success Marby believe prospects for 1981 again look good. Pre-season orders they say are 50 per cent up on last year with particularly strong demand for Reactolite Rapide of which there are over 20 models in the range.

Other ranges selling well, the company says, are graduated and mirror glasses and a new PVC children's mirror sunglass which has received good customer reaction.

For 1981 over 100 frame and lens types are on offer including Reactolite Rapide, Sunsensor, polarised, mirror graduated, CR39, impact resistant glass and ten clip-on styles in acrylic, polarised and Reactolite Rapide. A rhinestone range is available this season with rimless framed acrylic lens glasses.

New display material and stands will back up Marby's pricing policy of polarised (£1.95-£4.99), impact resistant (£1.65), Reactolite Rapide (£5.95-£11.95), Photosun (£3.95-£6.55), mirrors (£1.45-£4.95), graduated (£1.95-£5.95) and clip-on's (£0.45-£8.95).

Martin Clark, managing director, says he is finding many customers rejecting nominal sale-or-return deals with the penalty of high retail prices and are purchasing realistically priced quality glasses instead.

He continues that by purchasing early, and not re-ordering too deeply into the season, nearly all Marby customers avoid large stock carry-overs, can purchase exactly what they require and receive the benefit of very competitive prices. *Marby Lloyd Ltd, 542 Fishponds Road, Bristol BS16 3EX.* ■

## Goldsmith activity

Twelve new designs feature in the Signature collection, a new range of sunglasses from Oliver Goldsmith for 1981. Each style is available in a choice of three material frame colours and fitted with matching CR39 safety lenses.

The company believes that being established for 54 years has enabled them to produce quality glasses with a life expectancy of up to 12 years if handled properly and they claim that while the cheaper end of the sunglass market has suffered, the higher priced sunglass has continued to gain in strength. *P. Oliver Goldsmith Ltd, 18 Station Road, Potters Bar, Herts EN6 1TS.* ■





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Without doubt, this market is the growth opportunity of the eighties. And to make sure you don't miss out, all you have to do is simply stock three products – from one company. The company with more experience than anyone else. Contact your Robinsons representative now.

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## Silverman and Fox: keeping Boots on a professional path

Three months ago, Mr Tony Fox, MPS, took on what is arguably one of the most responsible jobs in pharmacy—that of Boots' pharmacy superintendent. He succeeds Mr Bernard Silverman, FPS, who with his new company title of director of pharmacy services, could lay claim to having one of the most influential roles in the profession.

The importance of these two men to the present and future practice of pharmacy is self-evident, perhaps, but just how much the profession depends upon them emerged during a recent *Chemist & Druggist* interview. We asked about their backgrounds, their roles—and their views on the future of general practice.

### Key roles

The "responsibility" of Mr Fox is manifest in three key areas; as superintendent he controls the pharmaceutical conduct of over 1,100 pharmacies—more than five times the number of any other UK superintendent; the picture his pharmacies present to the public strongly influences the general "image" of the "chemist", and he directs the professional training of more than 250 pre-registration students—nearly half the number who undertake their year in general practice.

In practical terms this means informing branch managers and pharmacists about changes in law and practice—and trying to ensure that they keep within the spirit as well as the letter of the law! It is part of his function to visit the branches to ensure that his guidance is being observed, but this task also provides an essential link with the staff and leads to a two-way exchange of practice information.

But Mr Fox must also take the law to Boots' customers, and on the morning of our interview had had to explain to one why she was unable to buy a pharmacy medicine during a lunch period when there was no pharmacist on duty. Such questions are typical of his

department's working day, together with sources of supply, legal categorisation, interpretation of foreign prescriptions, etc, etc. And, curiously, the inquiries don't only come from Boots branches!

Pre-registration students have, in the past, gone to Nottingham twice during their year for instruction courses, but this process is being decentralised into area gatherings—adding to Mr Fox's travel burden, of course. This part of the training covers such matters as truss and elastic hosiery fitting, oxygen therapy and stoma care, but just before registration the opportunity is taken to get a few professional messages across. "We give them a severe hammering about observing the law and professional practice; we stress the absolute importance of dispensing accuracy now that their medicines are for real patients, and we impress upon them that despite their degrees they still have a lot to learn".

The superintendent's office also participates in the training of the company's dispensing and chemist-counter assistants. Whenever possible, this involves day-release courses for the City & Guilds certificate, but the availability of Boots' own high-standard correspondence course, backed by a course at Nottingham at the end of the training period, makes it possible to train as a dispenser in areas not served by one of the few C & G courses. The counter assistants' course concentrates on matters such as product knowledge.

The superintendent must be sure that the company is ready for changes in legislation—for example the recent change in thyroxine tablets meant getting the lead times right to ensure that the manufacturing end was able to provide stock for the branches by the due date. Tony Fox explained how he is also concerned with shop development to ensure that the design and layout conform with both professional and retailing advances. "At one time Boots were criticised for having



Left: Bernard Silverman, director of pharmacy services. Right: Tony Fox, pharmacy superintendent

big shops in which it was difficult to find the dispensary. I don't think anyone can accuse us of that now; we leave no doubt that our branches are pharmacies."

Despite this heavy workload, the superintendent's office runs on only three executive staff—Mr Fox and two other pharmacists (a point not always appreciated in the branches). Yet Mr Silverman had inherited and acquired an enormous number of duties outside the company in addition, mainly representing Boots and the Company Chemists' Association on official bodies. "More than 50 per cent of my time was being spent away from the office", he says. "The routine can be handled by the pharmacists with their specialist knowledge, but it is essential that the superintendent has time to plan ahead."

"The aim of the office is to maintain and improve the company's standards of pharmaceutical service, but if you are not careful you can find yourself devoting too much time to the profession in general and letting the standards slip. It was too much for one person and with the division of responsibilities we can each concentrate on our own parts—one within the company, the other mainly outside in the profession at large."

Both Mr Fox and Mr Silverman have impeccable retail pharmacy backgrounds on which to base their advice to pharmacists and the company. Tony Fox lived next door to a pharmacist and hoped to become his apprentice—but this far-sighted

*Continued on p102*



## Keeping Boots on a professional path *Continued from p101*

man advised him to join Boots for experience first. Thus he was apprenticed under Mr D. A. D. Harries at Worcester in 1955 for two years, following which he took the short-lived three-year pharmaceutical chemist course at Birmingham (later Aston).

Just missing National Service he went straight into 4½ years of retail management around Birmingham and Cheltenham, but got an early taste of administration when in 1962 he spent six weeks with the Department of Health, "activity sampling" in 36 pharmacies during the first costs inquiry.

His first branch management was at Bargoed in the Rhymney Valley where for three years he was in charge of five staff and 500 sq ft of selling space. The next move was to a new store at Reading as assistant manager—quite a challenge because despite the recent merger, Timothy Whites' biggest branch was just across the road over a zebra crossing! (There were no fights in the middle of the road, Mr Fox is at pains to point out, perhaps because both shops maintained a very good dispensing business.)

After two years he attended a management development course during which the whole of the company is examined together with a working insight of other companies. He then found himself in 1970 at Barnstaple and here he had more space to develop, some 4,000 sq ft and experienced the contrast of catering for the public at different speeds—the local population in the winter and the tourists in the summer. Two years later found him in York in a highly intensive shop—at that time Boots' 25th biggest combined turnover and around the twelfth biggest in prescriptions.

Two-and-a-half years at York were followed by a few months further experience in Scotland before a TGM appointment in the Croydon area of South London. This brings us to 1977. Mr Fox next became London West End TGM and has spent a good deal of time in the past three years building up Boots' representation with new branches in Knightsbridge, Piccadilly, Hammersmith, Kensington and, most recently, Holborn.

Before this branch was opened Mr Fox organised surveys to find out what the customer wanted

and was surprised to find that it is in fact items such as washing-up liquid—which office workers might have been expected to buy locally rather than in London—were high on their lists.

Tony Fox's first impression of his new role is that it is much wider than he had predicted. The biggest difference from retail is that decisions do not have to be "instant". "We are not at the "sharp end", but we do have to think about the implications of our decisions," he says.

Does he expect to change anything? Mr Fox is certain that the opportunity is there and is sure his own personality will eventually be brought to bear, but he foresees no change of emphasis from the policy adopted by Bernard Silverman. As superintendent he will continue to offer sound advice and guidance to the company's pharmacists. Instruction and direction may be necessary from time to time but only in so far as his legal responsibilities demand. "There is already a more professional attitude brought about partly by legislation, but we also like to think by the lead this office has given".

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large doses there is a theoretical possibility of affecting human folic acid metabolism. It is therefore advisable to check the blood picture in patients on long-term treatment. **Side-effects:** Skin rashes, nausea and vomiting have been reported in rare instances. **Product Licence Number and Name and Address of Licence Holder** PL 4012/0001 A/S Gea DK-2000 Copenhagen F Denmark.

Further information is available from Duphar Laboratories Limited

#### References:

1. *Brit Med J.* (1972) **2**, 673
  2. *Curr Ther Res.* (1979) **25**, 202
  3. *Lancet* (1980) **1**, 1270
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- <sup>2</sup> A/S Gea, Denmark



A Londoner by birth, Bernard Silverman qualified from Bloomsbury Square School of Pharmacy in 1949 and spent his early career in management with Timothy Whites and Taylors, rising to Territorial General Manager in 1964. Following the TWT merger with Boots in 1968 he became Boots TGM in Warwickshire and was appointed Boots superintendent pharmacist in 1975.

His "political" career had already begun in 1959—as a member of Middlesex and later Warwickshire LPC. But the superintendent position meant the committees were to proliferate: Prescription Pricing Authority (where he is also pharmacist representative on the computer development committee), Company Chemists' Association, Pharmaceutical Services Negotiating Committee (of which he is chairman of the technical subcommittee, a member of the negotiating team and of the finance and general purpose committee); the general practice subcommittee of the Pharmaceutical Society's Council, and the Standing Pharmaceutical Advisory Committee.

This work brought him a Fellowship of the Society in 1978 and since then Mr Silverman has been appointed to the Poisons Board and elected a member of the Society's Council, serving on EEC Policy,

Practice, Ethics and Law Committees.

Both Mr Fox and Mr Silverman are convinced that the pharmacist of the future will be much more involved with the patients. But an ability to communicate cannot be assumed when a graduate leaves university. "They need to be taught how to talk to patients," he says.

This direction for the profession has led the company to create two career streams for pharmacists. "Until a few years ago graduates saw themselves as coming to Boots only as managers—in fact some of them had a fear they would be *made* into managers," says Mr Silverman. But with a number of city-centre branches now dispensing as many as a quarter of a million scripts a year, and involvement in some 21 health centre pharmacies (all but one consortia), the company is able to offer viable career alternatives, both vocational and management.

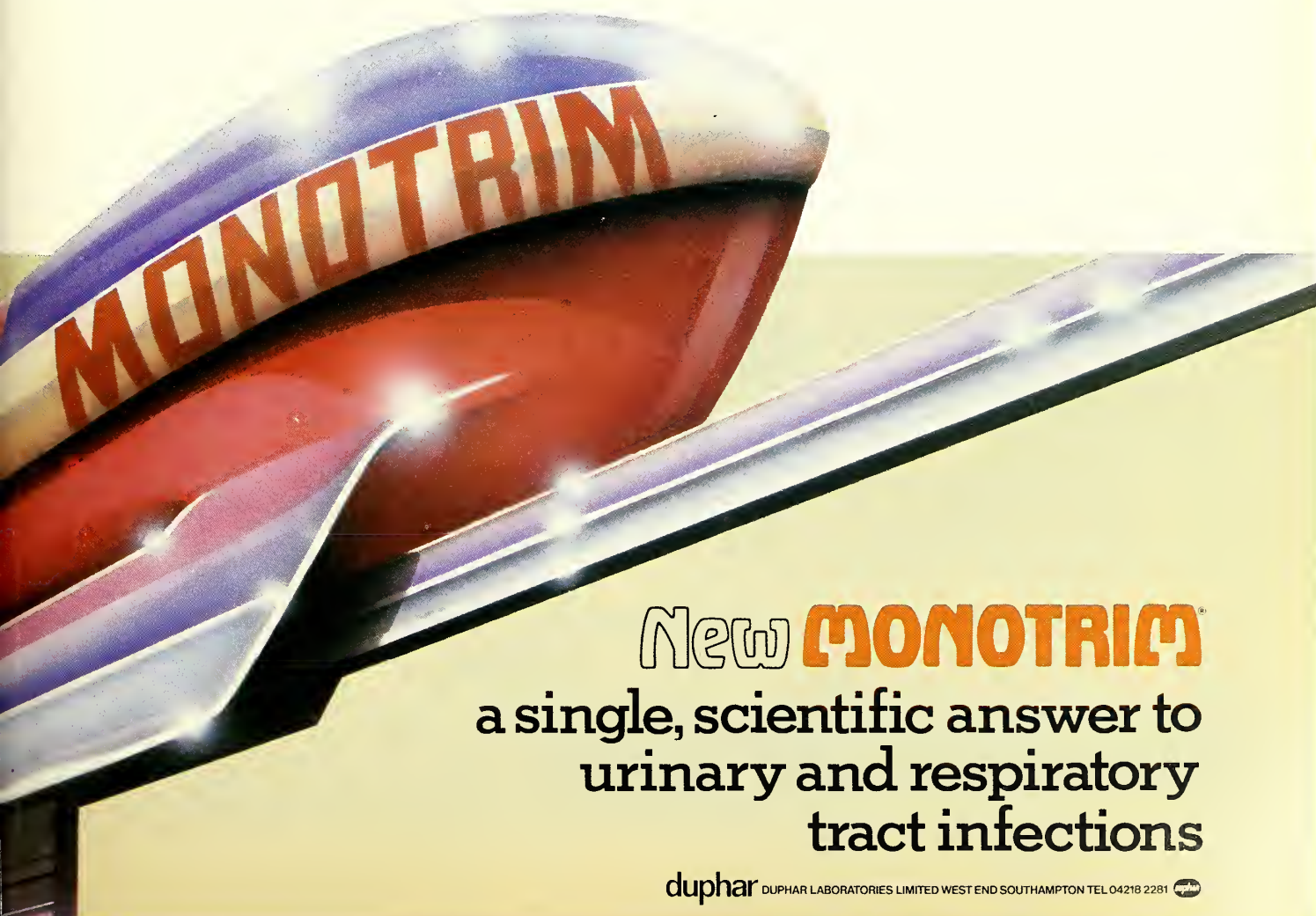
Talking of health centres, Mr Silverman makes it clear that it is Boots' policy to participate in consortia—and they are in a unique position, because of their experience, to help the local independents with both the setting up and running of the consortium pharmacy. From the monitoring of existing establishments, they are able to predict its potential for example—"the only hurdle is the independent's suspicion about

working with Boots."


A split personality may have its disadvantages, but so too can two people trying to do the same job. So how do the two men operate? Says Bernard Silverman: "The joint role has existed for over 100 years so it is essential that Tony Fox and I work closely together and exchange information. It's early days, but I think it's gelling. It has been a release to be able to hive off the 'chopping block' legal and professional responsibilities, because I can now develop the professional interface role as it should be.

"As superintendent, I should like to be remembered for the new standards we have set in dispensary operation and the contribution the company has made to professional affairs—which I am confident will continue. This has culminated in my standing for Council.

"I believe the profession has a greater respect for Boots these days. We have taken a lead in merchandising techniques, all of which has gone to make Boots strong, to encourage competition and that is good for the independent in the long run. In being successful commercially we have first to be professionally beyond reproach—after all, we attract so much criticism and we have more to lose if we fail." ■



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## Productivity and production

The first in a series of articles by Eric A. Jensen, BCom, MPS, MInstM, FIPharmM, looking at economics for the independent pharmacist

The end-product of the pharmacist's activities is a mixture, in varying proportions, of goods and services, of the tangible and intangible. In a market economy the value of the total output is measured in money, the price of anything being its value expressed in units of money.

Under perfect free market conditions (a theoretical concept) prices are determined by the interplay of supply and demand: in practice such conditions are rarely, if ever, found and various constraints—legal, ethical, political, and others—operate.

Because of the unique "product" offered by the private pharmacist, free market and other forces can be extremely difficult to disentangle and this can militate against clear definition of goals. As "MBO" (management by objectives) demands this clear goal definition, the roots of some of the problems of the retail pharmacist are patent.

The value of some of the services provided by the private pharmacist cannot be assessed in money terms, but for our present purpose we can define the output, the total product,

of any pharmacy, as the sales aggregate comprising dispensing and OTC turnover. It is important to distinguish between production and productivity, the former being the total output of a system such as a country or a pharmacy, and the latter the output per head (say) in a system. The production of a large pharmacy might be several times that of a small one, but the small system might have much higher productivity.

When we consider production and productivity we can usefully remind ourselves of the economists' classification of productive factors under four headings, these being: — *Land*. This embraces all natural resources before they have been worked upon by man. In a pharmacy this would include the crude drugs, herbs, etc, formerly more prominent than now in most businesses, as well as the ground on which the concern stands.

*Labour*. This comprises the human element at all levels.

*Capital*. This covers the man-made

*Continued overleaf*

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equipment such as fixtures, fittings, vehicles, stock, and so forth.

**Enterprise.** This is the risk-bearing factor, the function undertaken by the entrepreneur, by the proprietor pharmacist and by the providers of risk capital.

Each of the four factors receives, or expects to receive, some "reward", some return, for providing its particular part of the productive function. In the economist's language land attracts *rent*, labour *wages*, capital *interest*, and enterprise *profits*. Each factor will, in a free market, find its reward governed by supply and demand, and enterprise will

receive its reward of profit only if it is successful. If unsuccessful, entrepreneurship results in loss, or in no profit.

The higher the risk that enterprise entails, the higher the prospective profit it demands. This point is of crucial significance to the private pharmacist and it is vital for him or her that those who decide or affect remuneration are informed fully of the risks inherent in conducting and financing a pharmacy.

Many retailers do not appear, when buying OTC lines, to ensure that high risk products carry a high gross margin. Where there is the risk of even a small

unsold remainder it must be remembered that the making of a net profit often hinges on having no remainders whatsoever from an order: the profit tends to lie in the last one or two of the dozen.

### Factor efficiency

Although it is common to measure productivity in terms of output per person in any system, one is wise to examine output per unit of the other factors employed. The retail pharmacist can learn much by calculating sales per square foot of floor space, per pound invested in stock, per pound tied up in fixtures, as well as sales per pound paid in wages and salaries. Data is especially valuable if comparisons can be made with pharmacies of a similar type.

Before pursuing this topic of efficiency of factor use we might ask ourselves what precisely are economic questions and what separates them from political and other inquiries? One answer among many is that economics per se is not concerned with whether a certain course of action *should* be taken. A legitimate economic question would be to ask "what will be the effects on profitability if I add (or subtract) 100 sq ft from my dispensing area and adjust the OTC area accordingly".

### Ethics and morals

The question "*Should* I make such a change?" can bring in ethical and moral considerations outside the sphere of the economist as economist. This is not to suggest that economists are not moved by other than purely economic influences, but that if they are they are no longer in the economic field.

Economic problems exist because man lives in conditions of scarcity and we have to make choices. One eminent economist stated that from the economist's viewpoint there are four fundamental characteristics of human existence: —

1. That we have various ends or goals.
  2. That these ends are of different importance to us, that is we have priorities.
  3. That time, and other means of achieving our goals, are limited.
  4. That the means at our disposal are capable of alternative application.
- Some production factors are less flexible than others, but few, if any, have no alternative uses.

Returning to the subject of factor efficiency, it is clear that one of the fundamental decisions any pharmacist has to make concerns which of the

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resources employed in his business must be so used as to yield the highest return on its cost. It is not possible to extract the greatest possible return from every factor—one cannot at the same time gain the highest productivity from labour *and* from land *and* from enterprise.

## The art and science

No economic goods can be produced by using only one type of the four basic resources; at least two will be required. The art and science of business is so to combine the factors engaged that the top priority goal of the concern will be achieved. The individual has to decide whether profit is, or is not, the overriding aim, and staffing and stocking policies etc will be planned accordingly.

Once goals and priorities have been established the proprietor can decide which of the factors he is using must be most economically (that is the least wastefully) put to work. The economic principle applicable here is that the most costly factor must be the one to be most efficiently exploited. In most businesses—perhaps in almost every retail pharmacy—the most expensive resource is labour, and hence the preoccupation with sales per pound of wages and salaries.

The picture could change if we arrive at a situation where retail pharmacy becomes capital rather than labour intensive, if electronic and mechanical devices absorb more and more of the investment in resources of production. Maximum, or preferably optimum, output per machine might then be the chosen goal.

The preoccupation with sales per pound of wages/salaries was explained above, but a more fundamental approach would be to compare *profitability* with labour costs. There is a danger in being more concerned with volume than with profit, although the two can often go together. An analogy might be drawn with the concepts of production and productivity, production being the *total* turnover or profit of a pharmacy and productivity being the turnover or profit *per unit* of the resources employed to bring in that turnover or profit.

## Close examination

Study of the general principles put forward so far draws attention to the need for a closer examination of professional objectives in the two main aspects of retail pharmacy, in the dispensary and in the “front shop”. The economic problem of choice, of priorities, of reconciliation of conflicting “pulls” must be faced.

Consideration of economic



*"I should have left this factor efficiency until the shop closed."*

principles could also lead us to a more analytical perusal of the resources engaged in our overall productive role. Instead of examining the total return on total investment we could profitably find out the return from each individual type of resource used. It would then be useful to go deeper *within* types of resource, ascertaining for instance what each kind of human resource contributes to our operation instead of treating all expenditure on wages and salaries en masse. What return is obtained from each pound expended on staff in the cosmetic section, from each pound paid to those in the dispensary, and so forth?

## Volume production

*Determinants of the volume of production:* No pharmacy can live in isolation; its fate is influenced by external as well as internal factors. Four basic determinants within whose force our businesses function are: —

- (1) Influences beyond man's control, for example weather, floods, earthquakes, etc. (2) Wars. (3) The quality of the people in our environment, and the type of natural resources etc surrounding us. (4) The

relationship between any individual (for instance the retail pharmacist) and his surroundings.

Group 4 is the one particularly relevant to this series of articles as under this heading we can include a number of economic “laws” and ideas of key importance to the productivity and profitability of any pharmacy.

Volume of production in every business, as for the community as a whole, is governed by the degree of specialisation, by the operation of the “law” of varying returns, by economies of scale, by the size of the market, by the amount and type of investment, by technical progress, by the necessity to *choose* in conditions of scarcity.

Perhaps one of the most valuable contributions economic theory can make to the efficient conduct of a pharmacy is by its emphasis on the reality that resources are scarce in relation to our wants. Hence the need to *economise*. ■

Eaton Laboratories' Surrey representative, Mr John Dean presents a £25 Bonus Bond to Mr F. T. Shepherd, of Kingston Road, Staines, Middlesex, one of 15 winners in the recent “Spot the difference” competition.





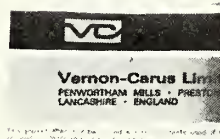
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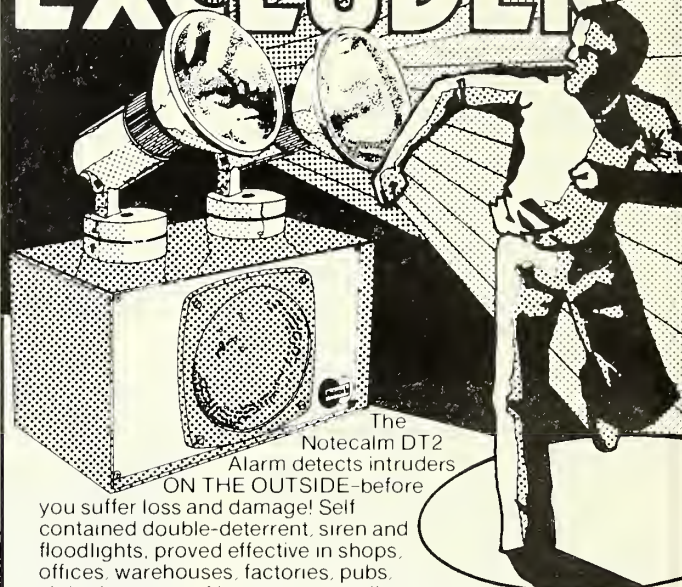
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## Branch help sought with equine anthelmintics

The Pharmaceutical Society is to ask its branches to help ensure that adequate supplies of equine anthelmintics are available from pharmacies.

The Society's Council heard at this month's meeting that the office had discussed the distribution of equine anthelmintics with a representative of the British Horse Society. It had been agreed that Mr G. Appelbe, head of the Society's law department, should write an article for the British Horse Society newsletter and that local secretaries of pony clubs, riding clubs and county committees should be put in touch with the secretaries of local branches of the Society to ensure that equine anthelmintics were available from pharmacies.

The Practice Committee felt it was important for branches to be prepared for any approach that might be made and recommended that secretaries should be informed of the discussions that had taken place.

■ It was reported, during discussion on the voluntary scheme for the use of child resistant containers, that the three manufacturers of CRCs conforming with the British Standard had given verbal assurances that adequate supplies were available, and that written confirmation would follow.

### Prescribing group

■ The Society is to send a further letter to the Secretary for Social Services repeating the arguments for a pharmacist to be included in the working group on prescribing. The Society is also to inform its Parliamentary advisers of the latest developments and ask them to use their influence to secure pharmaceutical representation.

■ Concern was expressed at the meeting of the Education Committee that there had been no decision by the heads of schools of pharmacy, at their annual meeting in November, to take positive action to reduce the number of pharmacy students, in the light of the report of the Society's Manpower Committee. However, the difficulties associated with making

accurate manpower projections were emphasised and it was acknowledged that, in the face of strong pressures within their academic institutions, the heads had kept the increases within reasonable limits. It was also noted that there could be some reduction in the number of home-based students because of severe financial restrictions and that a reduction in the number of potential higher education students was expected in the near future.

### CNAA degrees

■ The Council wishes to maintain its procedure for the accreditation of pharmacy degrees of the Council for National Academic Awards, despite certain changes in CNAA policy.

It was reported to the Education Committee that the CNAA's new policy was normally to approve degrees for an unlimited period and to make progress review visits at about five-yearly intervals. It was noted that the accreditation of pharmacy degrees will remain with the CNAA Pharmacy Board. The Council wishes the present joint arrangement to continue, ie, that when representatives of the Pharmacy Board visit a school for the progress review, at least two of the Society's five nominees on the board should be included in the party. Those persons would report to the Society's Council on relevant matters. If the Pharmacy Board did not make a progress review visit, the Society's Council would adopt the procedure followed for universities, in which representatives of Council visit the school of pharmacy to assess the degree course.

■ It was reported to the Education Committee that the West Midlands Regional Health Authority had approved the establishment of a pharmaceutical postgraduate education committee. The Committee noted with regret that the North Western RHA was not sympathetic to the proposal to establish a regional pharmaceutical postgraduate education committee. Further representations would be made in due course, in the light of the experience in other regions in which committees have been formed.

■ A new working party has been appointed to make recommendations on instruction in undergraduate pharmacy courses in pathology and therapeutics related to pharmacy practice, and to prepare advice to pharmacists on patient counselling. The following members have been appointed: Mr D. R. Knowles, Mr J. E. Balmford, Dr F. Fish, Dr M. S. Parker, Professor P. S. J. Spencer and Professor D. C. Morrell.

■ An Organisation Committee recommendation that the proposed cost of a book of tickets for accompanying members of the 1981 British Pharmaceutical Conference should be reduced was rejected by the Council. It was explained that the Conference Local Committee had already worked out its budget with a figure of £35 in mind.

■ The Society has accepted an invitation to take part in a tripartite meeting with the Royal College of Veterinary Surgeons and the British Veterinary Association to discuss, among other matters, the distribution of veterinary medicines in Britain and the EEC.

### Animal medicines

■ The Society's document on the distribution of animal medicines in Europe is to be sent to all British members of the European Parliament. Concern was expressed at the meeting of the Agricultural and Veterinary Pharmacists Group Committee that there appeared to be a lack of progress in the pursuit of the Society's proposals, which were currently with the European Commission and the European Pharmacy Group. It was agreed that the matter should be taken up with British MEPs once the outcome of proposed discussions between the Society and other bodies were known.

■ It was reported to the Practice Committee that a letter had been received from the Ministry of Agriculture, Fisheries and Food about developments concerning the proposed controls on the use of hormonal substances in domestic animals. The letter said that a proposal in the form of a Directive, rather than a Regulation, had been discussed at the Council of Ministers on December 9, 1980, but the discussions had not been concluded. It was expected that the matter would be referred again

*Continued overleaf*



## Rural inactivity

I sometimes despair at the lack of activity that the Society and PSNC display on the dispensing doctors problem.

Why, for example, are Family Practitioner Committees not required to examine FP10s from all dispensing doctors at random intervals to ensure that no dispensing is done for patients living within the mile limit? Why have the DHSS not been pressed to introduce a drug testing scheme either at the point of dispensing or by requesting patients to produce drugs dispensed for them (in the same way that the dentist's work is checked)?

It is pointless to argue that by doing so the doctor's right to dispense would be recognised: acceptance of "Clothier" itself recognises this. It is incredible that a group of people should be

## Council report

*Continued from p109*

to the Council of Ministers at its meeting on January 19 and 20, after further examination by a working party of veterinary experts from member states.

■ No objection is to be made to a pharmacy company's proposal that patients of a nearby group medical practice should be allowed access to a new pharmacy through a rear entrance. However, the Council reaffirmed its existing policy that no signs should be used at the rear of pharmacy premises. The decision was made by the Council on the recommendation of the Ethics Committee.

The Committee made its recommendation after hearing that the pharmacy was to be opened in a large house behind which was a private practice of four doctors. The house had originally contained part of the surgery premises but had been unoccupied for many months. Patients leaving the group practice would pass the back entrance of the pharmacy on their way to the street pavement.

■ A warning letter is to be sent to a general practice pharmacist who had admitted a breach of confidentiality in voluntarily disclosing the contents of a patient's prescription to a third party.

permitted to write out their own fees and on-cost without any form of inspection.

Has it ever occurred to our leaders that by legalising "mobile" pharmacies (subject to safeguards to stop "leapfrogging") the distance criterion under which a doctor can dispense for patients living more than a mile away from a pharmacy would be abolished?

The mile limit was introduced in 1911. It is now 1981. Do rural pharmacists have to wait another seventy years to get justice?

**Country cousin**

## Wrong planners

My attention has been drawn to *C&D* December 20/27, 1980, in which it was stated that Norfolk AHA has approved planning for a medical centre with doctors' practice, a pharmacy and other medical services at the junction of Beccles Road/Church Lane, Bradwell, near Gorleston on Sea.

This statement is incorrect in that although a request has been made to the Norfolk Family Practitioner Committee for a pharmacy and two doctors' surgeries in the proposed development, no decision has yet been made on this request, which is currently under consideration.

**A. J. Whitby**

*Administrator*

Family Practitioner Services  
Norfolk AHA

Outline planning permission has in fact been given for the centre by Great Yarmouth Borough Council planning committee, which has since received a detailed application. We are sorry this approval was attributed to the AHA—Editor.

## No endorsement

The British Diabetic Association has asked me to write to you to advise that although it is prepared to endorse products for its members' usage, it is not prepared to endorse products in the form of advertisements, whether undertaken by BDA or by manufacturers.

The reason for writing is that the BDA feels its role may have been misinterpreted by some members as a result of our recent insert for Chekwate in your magazine.

**M. Dodds**

*Senior product manager*  
Beecham Foods

## New grants from DITB

The Distributive Industry Training Board has introduced some new grants and increased others, "to assist the distribution industry maintain training standards during the current recession". The new measures come into effect immediately. Other new grants are still being considered and are expected to be introduced during the training year commencing in April.

The new measures are: Starscheme: Grants for the acquisition of training aids have been increased for the period up to March 31. The new grants, previous grants in brackets—are, 1,000 plus employees: £1,200 (£1,000); 500-1,000: £900 (£750); 200-499: £500 (£400); 100-199: £300 (£250); 50-99: £120 (£100); 20-49: £90 (£50); 10-19 £90 (£25).

Training groups: Groups without a training officer can qualify for grants up to £500 to help towards the cost of premises for meetings, administration costs such as brochures and mail shots, and to subvent costs of training courses run for group members.

Trade associations: Grants to trade associations for longer term initiatives, such as setting up a training function, are to be index linked to the Retail Price Index figures.

Skill shortage grants: The conditions for these grants have been relaxed. The number of trainees in post before a grant is given for a new trainee has been reduced from 9 per cent to 5 per cent to reflect the current recruitment and employment situation. Grants can now also be given for a job which is identified either nationally or regionally by the Department of Employment as a "hard to fill" vacancy requiring at least one year's training. In addition firms which face redundancies or rationalisation can be awarded grants for the re-deployment and retraining of staff in skill shortage areas.

Craft apprentices: This is a new grant for engineering craft apprentices whose training is in accordance with the recommendations of the Engineering ITB.

Trade specific education: A new grant of £300 is payable to employers for releasing staff over the age of 18 to attend courses of at least 30 full days, commencing on or after January 31. The courses must be run by one of the following organisations—City and Guilds, Technician Education Council, British Display Society, Design and Art Technician Course or by a recognised Trade Association connected with the distributive industry. ■



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## IMS growth

International Medical Statistics Ltd say that the "rapid growth" in demand for their services has prompted the installation of larger computer facilities. IMS maintain a statistical database covering the sale and use of pharmaceutical products in 29 countries, and the new computer facilities will allow 1m words of 36 bit memory with a 40m—rising to 150m—database. The computer centre will be owned and operated for IMS by UCC Ltd. ■

## Record exports but Wellcome profits fall

Group sales of £442 million, against £412m for the previous year, are reported by Wellcome Foundation Ltd, for the year ended August 30 1980. Profit before tax of £48.15m compares with £51.62m.

Exports from the UK made a further advance to a record level of £107m, an increase of 12 per cent over the previous year. This new export record, says the chairman, Mr A. J. Shepperd, has been "particularly gratifying against the volatile background of foreign exchange markets and the price pressures upon the group in many overseas markets." It is estimated that adverse foreign exchange movements cost the company £5m.

With tax at £12.2m, against £22.9m, attributable profit emerges at £35.2m compared with £29.1m and this profit contains an exceptional credit of £6.4m arising from a reappraisal of the net realisable values of certain stocks. But distributions to the Wellcome Trust increased by £1m to £9 million.

A number of important commercial arrangements were made during the year which, the report says, will be of "great future benefit". A contract has been finalised with the Indian Dairy Corporation for the sale to them of foot-and-mouth disease vaccine technology; a contract has been entered into to supply the Imperial Cancer Research Fund with interferon for clinical trial as a potential anti-cancer substance; and there is a contract to supply interferon production technology to Sumitomo Chemical Co Ltd, Japan. Long-term reciprocal supply agreements were concluded with Hungarian state undertakings concerning a new range of synthetic insecticides.

## Products closer to market

Potential products under development by Wellcome are now closer to the market they say, and work on anti-viral chemotherapy and prostacyclin is proving "very encouraging".

Mr Shepperd says: "We expect

the high level of capital expenditure to continue. Much of this will be concerned with the group's research and development facilities. The organic chemistry building is presently under construction in the UK and construction has commenced on the new production facility for reagents and diagnostics which should be completed during 1981 at a cost of between £5 and £6m.

All the shares of The Wellcome Foundation Ltd are owned by the

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# Established products continue to front Rybar range

Last November an unusual, if not unique, event occurred in the UK pharmaceutical industry—a small firm broke away from an American multi-national and was re-acquired by British interests.

Rybar Laboratories are the case in point and the “British interests” come in the form of Mr Ron Levin, FPS, until recently the managing director of Janssen Pharmaceutical Ltd. Mr Levin says he has witnessed and participated in the expansion of overseas interests in the UK pharmaceutical industry and has frequently stated his hope to see British owned companies re-assert themselves in the UK and export markets.

With the acquisition of Rybar—from Syntex Pharmaceuticals—Mr Levin has put fact behind his own beliefs, but says the ownership change does not mean there will be a product upheaval.

A former research pharmacist, Ron Levin says he has passed

through the therapeutic explosion of the 1950's and 1960's and believes that during those decades many valuable drugs were discovered and then too hastily discarded: “. . . as yet newer and ostensibly improved weapons were added to the therapeutic armamentarium.” He continues: “Due to the current burgeoning cost of drug research the introduction of most new pharmaceuticals is attended by an increase, sometimes quite substantial, in the cost of medication: cost-to-the benefit ratio is not however invariably favourable.”

Mr Levin consequently has a belief in the “inherent, enduring qualities” of the Rybar range, but is quick to point out that this does not mean the company will be lacking in innovation or improvement, what it does mean is that work on new chemical entities is unlikely.

Promotion of his products and a move into the export market are now his chief concern. ■

## No payout for ‘Biba’ creditors?

Trade creditors of a former Biba company, who were told in October that there were sufficient assets to pay them in full, may now get nothing.

Assistant Official Receiver, Mr Norman Ludlow, said in London, last week, that when Nailgrade Ltd, formerly Biba Ltd, was put into receivership about three months ago, assets were valued at more than £600,000. But Mr Ludlow said it now seemed the assets would realise only £101,120, which would go to preferential creditors and a bank. Unsecured creditors for £109,906 seemed unlikely to get any dividend in the liquidation.

## Unresolved matter

The meeting, held at Atlantic House, Holborn, heard that the company sold cosmetics and fashion accessories through other traders. Mr Ludlow said the Biba trademarks and stocks were sold to a Lichtenstein company in December 1979. But the company had retained the right to continue to use the name Biba in return for a minimum royalty payment of £25,000. In fact nothing was paid to the Lichtenstein company

and last year the company had to cease using the Biba name. It changed its name to Nailgrade in August.

No resolution was passed at the meeting and the matter was left with the Official Receiver as liquidator. ■

## Halma in takeover

Volumatic Ltd, the security company, have been taken over by Halma Ltd, a UK multi-national group with interests in health and safety, security and related equipment. Although now a wholly owned subsidiary, Volumatic will remain autonomous in terms of its marketing operation, and in terms of customers and distributors the acquisition is expected to make no difference.

Under the takeover arrangements, Frank Pegg remains managing director and chief executive; David Barber of Halma joins the Volumatic board as chairman, and Michael Arthur as company secretary. Mr G. Tyler resigns from the Volumatic board. ■

## No differentials

Lever Brothers and Proctor & Gamble are to be released from undertakings they gave to the Secretary for Trade to keep a minimum price differential between the prices of

their various brands of household detergents.

Since a 1966 Monopolies Commission report, the two companies have been forced to maintain a minimum price differential between brands which were heavily advertised and certain less promoted brands.

Mrs Sally Oppenheim, Minister for Consumer Affairs, has decided that increased competition in this market over the past 15 years now means the restrictions can be lifted. The Office of Fair Trading will, however, keep developments in the detergent market under review, and both companies have agreed to continue to provide information for this purpose. ■

## Fisons not to market asthma drug

Fisons have abandoned development of their new anti-asthma drug, proxicromil, following doubts about its long term safety. The drug was expected to go on the market next year.

Proxicromil was an orally active, anti-allergy compound which stabilised mast cells and had some anti-inflammatory effects. It had several major differences from Intal and its derivatives. A Fisons spokesman told *C&D* that the company had other anti-asthma drugs in the pipeline but at an earlier stage of development, some more active than proxicromil.

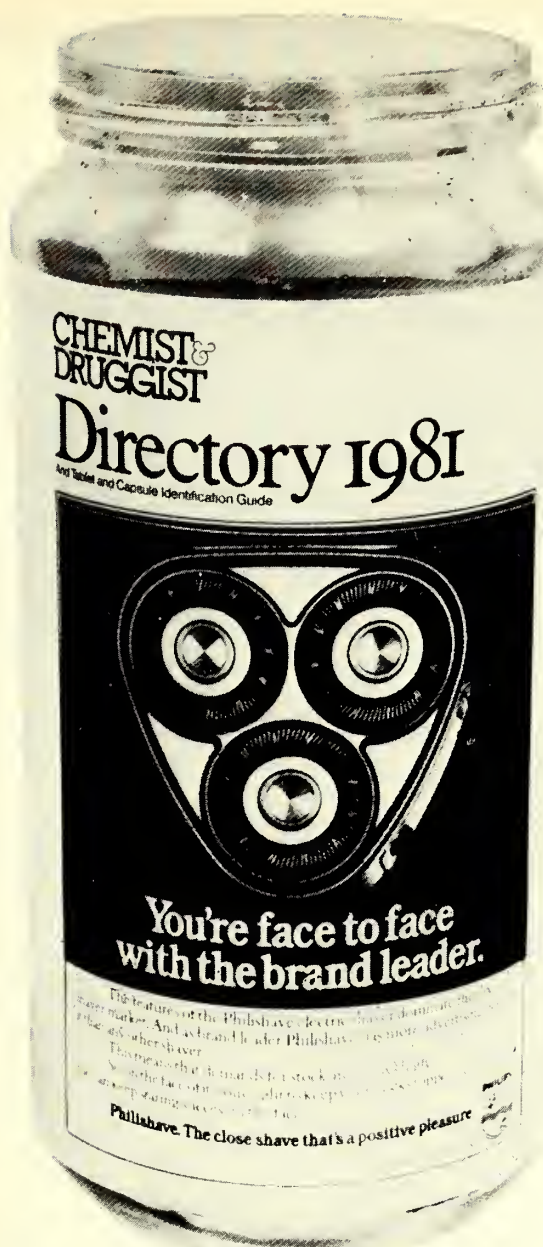
Press reports this week suggested that news of the drug's withdrawal caused the company's share price to fall thereby cutting over £10m off the market value of the group. ■

## EEC ‘returned goods’

Customs and Excise has recently published two notices concerning the movement of goods within the EEC. “Returned Goods Relief” (Notice No 236) sets out the conditions under which goods previously exported from the customs territory of the EEC may be returned with the benefit of total or partial relief from import duty; and goods previously exported from the UK may be returned with the benefit of total or partial relief from excise duty or VAT.

“Compensatory Levy” (Notice No 242), outlines the compensatory levy system applicable to exports to Greece of goods manufactured from non-community products. Copies are obtainable from local Customs and Excise offices. ■





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## Restructured sales team for Ashe

Ashe Laboratories have announced a sales division reorganisation and a series of new appointments within the management structure. These reflect, say Ashe, the confidence that they have, not only in the business areas they are in, but also in the way the chemist sector has responded to innovations and developments the company has introduced, particularly over the last year.

With effect from January 1, John C. Brooke has been appointed general sales manager, and reporting to him will be George Munro (sales manager national accounts), Digby Greenhill (field sales manager), Ian Black (sales manager professional hair care) and Tony Alcock (sales manager Ireland). In addition, two new area managers have been appointed, Martin Potts (London and the south east) and Myra Lauder (area manager national accounts). ■

■ **Braun Electric (UK) Ltd:** Following Martin O'Neill's promotion to Braun Canada Ltd, as marketing manager, the following appointments have been announced: Andrew Jones to brand marketing manager, shavers and photoflash; Hal Poel to assistant product manager, shavers and photoflash; Penny Weir to product manager, household and clocks & lighters; Linda Hyde to marketing assistant, personal care and dental; Tony Cosgrove to sales promotion manager; Bill Whittey to divisional sales manager—North.

■ **Kodak Ltd:** Dr Roy Jeffreys, head of the research division in the UK, is appointed a member of the Board. Dr Jeffreys joined Kodak in 1947 as an organic chemist. In 1968, he became manager of the chemistry research department, and in 1970, manager of the analytical department. He was appointed assistant director of research in 1975 and director in 1976.

■ **Smith & Nephew Pharmaceuticals Ltd:** Mr James N. T. Lunn has been appointed northern european manager with responsibilities for Scandinavia, Austria, Switzerland and Holland and has relinquished his post as product manager for contact lens products. Mr Maxwell E. P. Noble, formerly new products manager, has been appointed product manager for contact lens products.

■ **Warner-Lambert (UK) Ltd,** have appointed Mr David Todd as company secretary and legal adviser. Mr Todd comes from Miles Laboratories where he was assistant legal director for their European and African interests, and previous to that he was legal manager with Sterling Winthrop.

■ **Pifco Ltd:** Mr Jack Barnett is appointed sales director. He has been with Pifco since 1934, and during this period has had extensive experience both internally and in the field. In recent years he has led the sales force in his capacity as national sales manager. Mr Derek J. Powell has joined the company as area sales manager for London south west and south east, and Surrey.

■ **Modo Consumer Products Ltd:** Mr Cliff Burgess is appointed production and engineering manager. He was formerly technical development manager of Sterling Mansell of Bolton, makers of own-label tissues.

■ **Anko Store Fixtures:** Mr Ken Moody is appointed marketing executive responsible for sales publicity, advertising and promotions. He joins from Middle East Supermarkets.

**Dr Gustav Bunge** resigns on December 31 as director general of CEFIC, the European Council of Chemical Manufacturers' Federations. He has been director general since 1975.

■ **Philips Small Appliances:** announce the following appointments effective from February 1: Mr T. H. Baker, currently marketing manager at Pye Audio, will become general sales manager of the Philips Small Appliances division. Mr C. C. Spence, the present general sales manager will join Philips central merchandising management.

■ **Bowater Scott Corporation Ltd:** Mr R. J. Healey will be appointed managing director and chief executive following the return of Mr W. S. Wesson to the US to take over as president of Scott Paper International early in 1981. Mr Healey is currently corporate vice president and treasurer of Scott Paper in Philadelphia.

■ **G. D. Searle and Co Ltd:** Dr Jean-Claude le Douarec has joined as director of the research and development Laboratory in Sophia Antipolis, France. Dr le Douarec was previously head of a research centre in France, for Chibret, a subsidiary of Merck-Sharp and Dohme. He graduated from the University of Paris as a pharmacist in 1950 and subsequently earned a diploma in industrial pharmacy and a PhD in pharmacology.

## Monday, January 19

**Enfield Pharmacists' Association,** Chase Farm Hospital postgraduate medical centre, at 8 pm. Dr Mortimer, Enfield and Haringey Area Health Authority, on "Paediatric medicine".

**Mid-Glamorgan East Branch, Pharmaceutical Society,** Hawthorn Leisure Centre, Pontypridd. Dr P. J. Nicholls on "The shroud of Turin".

**North Metropolitan Branch, Pharmaceutical Society,** London School of Pharmacy, Coram lecture theatre, Brunswick Square, London WC1, at 8 pm. Dr K. C. James, Welsh School of Pharmacy, on "Preparations for the hair".

**Rochdale Branch, National Pharmaceutical Association** Bury General Hospital postgraduate medical centre, Walmersley Road, at 7.45 pm. Mr E. J. Downing, assistant secretary, NPA, will present a brief review of the independent investigation into the use of computers.

## Tuesday, January 20

**Dorset Branch, Pharmaceutical Society,** Poole General Hospital postgraduate medical centre, Dr R. Hill on "Diabetic community care".

**Fife Branch, Pharmaceutical Society,** Anthony's Hotel, Kirkcaldy, at 7.45 pm. Mr R. Schonenburger, Allen & Hanbury's, on "Anti-hypertensives".

**Lanarkshire Branch, Pharmaceutical Society,** Ravenscraig Suite, Garrison Hotel, Motherwell, at 8 pm. Dr R. G. Sommerville, Belvedere Hospital, on "Recent developments in viral immunology".

## Wednesday, January 21

**Scottish Department, Pharmaceutical Society,** 36 York Place, Edinburgh, at 7.45 pm. Dr B. M. Richards, director of research and biological development, G. D. Searle & Co Ltd, on "Interferon".

**Worthing & West Sussex Branch, Pharmaceutical Society,** Worthing postgraduate medical centre, Homefield Road, at 8 pm. Dr D. Wild on "The imprisoned drug addict".

## Thursday, January 22

**Bedfordshire Branch, Pharmaceutical Society,** Old George Hotel, Silsoe, at 8 pm. Working dinner with Mr D. R. Knowles as speaker.

**Bradford & Halifax Branch, National Pharmaceutical Association,** Victoria Hotel, Bridge Street, Bradford, at 8 pm. Mr W. M. Darling on "The problems within pharmacy at the present time".

**Liverpool Branch, Pharmaceutical Society,** Royal Liverpool Hospital, at 8 pm. Panel of speakers on "Implications for the re-organised health service".

**Wirral Branch, Pharmaceutical Society,** Clatterbridge Hospital postgraduate medical centre, at 8 pm. Mrs Turpin on "The Boat Museum, Ellesmere Port".

## Advance Information

**Patents seminar,** Royal Lancaster Hotel, Lancaster Terrace, London W2, on February 12. A review of the law in 1981. Further information from Charlotte Grimes, Legal Studies and Services Ltd, Norwich House, Norwich Street, London EC4A 1AB.

**South East England regional postgraduate courses.** Three lectures on depression at St George's Hospital Medical School lecture theatre B, Cranmer Terrace, London SW17, on January 27, February 24, and March 24 at 8 pm. Residential courses on "Family care products" at Varley Hall of Residence, Coldean Lane, Brighton, from April 13-16 and July 6-9. Applications for the residential courses to Dr R. W. Daisley, Course Tutor, Department of Pharmacy, Brighton Polytechnic, Moulsecomb, Brighton BN2 4GJ.

**Croydon Branch, Pharmaceutical Society,** Aerodrome Hotel, Purley Way, Croydon. Working dinner on March 27, at 7.30 pm. Guest speaker is Dr B. A. Wills, chief pharmacist, Department of Health. Only pharmacists and pre-registration students are eligible to attend this meeting. Reservations (£4.50) to Mrs G. Yarham, Denesway, The Glade, Kingswood, Tadworth, Surrey.

**Society of Chemical Industry, London section meeting,** 14 Belgrave Square, London SW1, on February 2, at 6 pm. "Interferon—fact and fancy". Mr Terence Cartwright, G. D. Searle & Co Ltd, will assess, present and projected methods of preparing and handling the interferon molecule, for developing its potential as a medicine. Non-members welcome.

**Mersey Region, Pharmaceutical Society,** Walton Hospital postgraduate medical centre, Rice Lane, Liverpool. Annual lecture on March 6, at 8 pm. Mr David Knowles on "Computers and pharmacy".



# MARKET NEWS

## Still struggling

London, January 13: The time when the markets staged a rapid revival following the Christmas holiday is now just a memory. There were a few short bursts of activity during the week but no set pattern of recovery was perceptible. Some prices have moved up while others have lost ground.

Cochin ginger rose sharply at origin for no explicable reason—it was certainly not due to the receipt of a flood of export orders. On the other hand, Indian cumin seed fell sharply by £100 metric ton for shipment while turmeric was down to £15.

Higher in botanicals were Peru balsam, gentian root and sarsaparilla. Benzoin lost £2 cwt. Brazilian menthol continued its firmer trend.

In essential oils, spot petitgrain was down £1 kg although shipment was up 25p. Lower also were anise, bois de rose, cananga, clove-leaf and Brazilian peppermint. Dearer were cinnamon leaf, Ceylon citronella, lemongrass and vetivert.

### Pharmaceutical chemicals

**Acetic acid:** 4-ton lots, per metric ton delivered—glacial BPC £399; 99.5 per cent £382; 80 per cent grade pure £344, technical £323.

**Aluminium chloride:** Pure crystals in 50-kg lots £1,353 kg.

**Bismuth salts:** £per kg.

	50-kg	250-kg
carbonate	6.70	6.60
salicylate	8.20	—
subgallate	10.35	—
subnitrate	5.35	5.25

**Borax:** EP grade, 2-4 ton lots per metric ton in paper bags, delivered—granular £290; powder £316; extra fine powder £331.

**Bromides: Ammonium, potassium, sodium,** per metric ton in 50-kg lots £970; 250-kg lots £920; 1,000-kg £890.

**Ergotamine tartrate** £4.25 g in 50-g lots.

**Ergometrine maleate:** £6.35g in 50-g lots

**Mercurials:** Per kg in 50-kg lots; ammoniated £12.40; oxide—red £13.70; and yellow £13.55; perchloride £7.70; subchloride £11.30; iodine £12.45.

**Mercury BPC** redistilled £13 kg in 25-kg lots.

**Mersalyl:** Acid £47.33 kg in 10-kg lots.

**Paracetamol:** (Per kg) 50-ton contracts from £3.22; 10-ton £3.30 Premium for d/c £0.35 kg.

**Petroleum jelly:** BP soft white grade 54 £466

metric ton delivered UK in 170-kg drums;

yellow BP in grade 60 £466 in 174 kg drums.

**Pyridoxine:** £20 kg for 20-kg lots.

**Tartaric acid:** £1,795 per metric ton.

**Theobromine:** Alkaloid £15.20 kg for 500-kg lots.

**Theophylline:** Anhydrous and hydrous £5.28 kg in 100-kg lots—ethylene diamine £5.68 kg.

**Zinc carbonate:** Pharmaceutical grade £720 per metric ton.

**Zinc chloride:** Anhydrous powder £450 metric ton, delivered U.K.

### Crude drugs

**Balsams (kg) Canada:** Unchanged at £11.90 on the spot; shipment, £11.80, cif. **Copaiba:** unquoted spot and cif. **Peru** £9.95 spot; £9.70, cif. **Tolu** £6.15 spot.

**Benzoin:** £187 cwt, cif

**Gentian root:** £2,665 metric ton spot £2,605, cif.

**Ginger:** Cochin £465 metric ton spot shipment; £480, cif. Other sources not quoted.

**Menthol:** (kg) Brazilian £5.40 spot; £5.10, cif.

Chinese £4.60 spot; £4.40, cif.

**Pepper:** (metric ton) Sarawak black £750 spot, \$1,625, cif; white £1,050 spot; \$2,150, cif.

**Sarsaparilla:** Jamaican £2,680 metric ton spot £2,660, cif.

**Seeds:** (metric ton, cif). **Anise:** China unquoted for shipment. **Celery:** Indian £360. **Coriander:**

Moroccan £180. **Cumin:** Indian £640. **Fennel:**

Indian £450. **Fenugreek:** Moroccan £275; Indian £270.

**Turmeric:** Madras finger £380 metric ton spot; £265, cif.

### Essential oils

**Anise:** (kg) Spot £12.50; shipment £12.25, cif.

**Bois de rose:** £7.40 kg spot and cif.

**Cananga:** Indonesia £13.50 kg spot; £12.75, cif.

**Cardamom:** English-distilled £185 kg.

**Cassia:** Chinese £52 kg spot; £50, cif.

**Cedarwood:** Chinese £1.20 kg spot; £1.12, cif.

**Cinnamon:** Ceylon leaf £2.80 kg spot; £2.73 cif;

bark: English-distilled, £155.

**Citronella:** Ceylon £3.60 kg spot; £3.35, cif.

Chinese £3.10 spot; £2.85, cif.

**Clove:** Indonesian leaf £1.43 kg spot; shipment

£1.33 cif. English distilled bud £44.

**Eucalyptus:** Chinese £1.95 kg spot; £1.88 cif.

**Lemongrass:** Cochin £4.60 spot; £4.20, cif.

**Nutmeg:** East Indian £7.50 kg spot; £6.85, cif.

English distilled £15.

**Orange:** Florida £0.65 kg spot; £0.58, cif Brazil

£0.53.

**Peppermint:** (kg) Arvensis—Brazilian £4.40 spot;

£4.50 cif. Chinese £3 spot; £2.80 cif. American

peppermint £8.95, cif.

**Petitgrain:** Paraguay £8.10 kg spot; £7.75, cif.

**Sandalwood:** Spot Mysore £47.50 kg East Indian

£46.50 spot; £42, cif.

**Sassafras:** Brazilian £2.10 kg spot; £2.10 kg, cif.

**Vetivert:** Java £11.25 kg spot; £10.75, cif.

The prices given are those obtained by importers

or manufacturers for bulk quantities and do not

include value added tax. They represent the last

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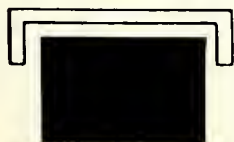
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**X3—CENTRAL LANCASHIRE**—Main road Pharmacy close to the centre of a character full town, dispensary approximately 1,600 scripts per month. Turnover to 31st May 1980 £68,798. Freehold property for sale at £12,000 although a lease would be considered. Stock at valuation approximately £10,000. Offers invited for goodwill and fixtures.

**X4—EAST DERBYSHIRE**—Town centre pharmacy. In modern property on lease from present owner at £3,000 per annum. Scripts ranging between 4,000 and 6,000 per month. Turnover year to May 1980 £250,000 approximately. Goodwill and fixtures £95,000. Plus stock at valuation approximately £30,000.

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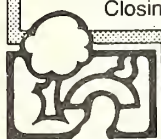
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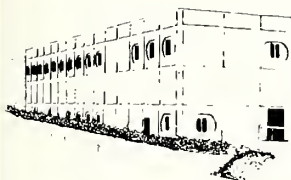
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